

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCI

NEW YORK, APRIL 15, 1915

No. 3



See the little black spot up near the top right-hand corner of the map? That's Massachusetts. It is the home of about three million six hundred thousand people, the great majority of whom are busy making things for the other ninety million or so of our population. It probably does more in proportion to its size and says less about it than any other state in the Union.

Massachusetts is first in so many things that to list them all would seem like a reflection on the rest of the country.

So great and varied are the achievements of the old Bay State that she is a little bit inclined to a self-satisfaction that makes her somewhat careless of rivalry and complaisant as to the security of her leadership. To be a leader, without recognizing the widening field for the application of leadership, finally results in the loss of supremacy.

Massachusetts leads in culture

and education, mothering more private schools and colleges of national reputation than any other state. Eighty-seven of her private schools are advertisers in national publications through N. W. Ayer & Son. The position and the general reputation of many of these schools are growing more rapidly than the position and general reputation of some manufacturing concerns in the state.


There are big colleges and universities and famous preparatory schools in Massachusetts that should advertise. Some of our leading educators now concede that it is the duty of an educational institution to create standing for itself through advertising in widely circulating periodicals, so that bearers of its diploma need never explain where and what their school is.

Massachusetts manufacturers have, in the main, been so busy manufacturing things that they have rather neglected to study the

(Continued on page 73)



WARD & GOW SERVICE

ART—Twenty men skilled in the production of car cards and posters of maximum carrying power. Color schemes studied under the varying qualities of light in which they will appear; lettering designed for clearness under correct distance conditions, and harmony with the subject advertised. Examine W. & G. art work in the Subway and Elevated; it bears this mark 

COPY—To reduce a column of matter to thirty words, yet tell the same story better; to boil a paragraph down to a convincing five-word slogan: These are the problems of card and poster copy; we are equipped to solve them.

Thirty years' experience with one medium makes our assistance of real value to clients. In our own interests we strive to aid advertisers in securing the utmost value from their space.


We have exclusive control of the Card and Poster Space on the Subway and Elevated Lines of New York and are Sole Agents for all Car Advertising in Brooklyn.

ARTEMAS WARD

Trading as Ward & Gow

50 Union Square

New York



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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893

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NEW YORK, APRIL 15, 1915

No. 3

How Ingersoll Dollar Watch Did It

Authorized Interview by Charles W. Hurd with

Charles H. Ingersoll and William H. Ingersoll

Of Robert H. Ingersoll & Bro., "Ingersoll" Watches, New York

THREE out of every five watches sold last year were Ingersoll watches. One out of every twenty persons in the country bought an Ingersoll—that is, 15,500 for every working day, and nearly 5,000,000 for the year. Mark Twain carried one as a habit; Edison does now. J. P. Morgan did on his summer vacations. It makes the boast, with reason, that it is "timekeeper to 44,000,000," and the most widely distributed specialty, in all probability, outside of the grocery line.

And yet, 25 years ago, when it was first put on the market, the new watch found no "place in the sun" for itself. A real timekeeper for \$1.50—the price at first—was too good to be true. The public didn't believe it, and the watch trade naturally had no use for an article whose full price was less than the profit alone on an ordinary watch and which was three or four clumsy times the size of the latter—in truth, a young clock masquerading as a watch.

From that time down to the very present, business with Robert H. Ingersoll & Brother has been just one problem after another, though that is no poor compliment to the house, since houses that have no problems are likely in the end to have no business, either. And it may perhaps encourage beginners in advertising to find that the house had more than the usual amount of trouble sizing up the problems, and did not always find the right answers right off the reel.

"The business had the usual per-

centage of ups and downs," said W. H. Ingersoll, the marketing manager. "It wasn't one of those made-to-order successes. I hear about them occasionally, but I've never seen any yet, and ours isn't one."

YOU should ECONOMIZE TIME, but to economize time, you must know the time. Having a Yankee Dollar Watch is to know the time; and, as time is money and money is time, we will exchange our time for your money whenever you send us a dollar, the price of the Yankee Watch.

The watch is furnished in two styles of gold—Roman and Arabic—and two styles of finish—gold and nickel. It has a patented arrangement, with polished spring coiled in a barrel, thus giving maintaining power; also a second hand, patent escapement, 240 beats per minute, and short wind. The movement is covered with a cap, which, screwed fast to a collar, holds it in position, strengthens the case and makes it practically dust-proof, the cruet or merchant. Just the thing for the busy man, the schoolboy, the sportsman, the cruet or merchant. By the way—Do you know a man who is late to his work because he has no means of readily finding out the time? Give him a Yankee Dollar Watch and note his future promptness.

Does your husband stay out late at nights, and is he late to meals? Get him a Yankee Dollar Watch, and see if that will not cure him.


Do you want your boy to be a thorough business man? Give him a Yankee Dollar Watch that he may learn the first principles of a successful career—the value of time. It may also stimulate his ambition to earn a \$20 one.

A watch lying on the desk of a business man keeps him in touch with the fitting house. A \$1.00 Yankee Watch does the business. And if you lose it, it costs but a dollar for another.

Think of having your pocket pickled? It is not a pleasant thought. Then think of thoughts of the pickpocket when he finds his "rate" is a Yankee! The joke on him is worth a dollar, and it may work his education.

Thomas A. Edison is a great man through his own efforts. He has become in the gift of his house and crisscrossing each one as it has come. If you, too, would succeed, watch them close. And there is nothing that will help you do so better than a Yankee Dollar Watch.

ROBERT H. INGERSOLL & BRO.,
"Watchmakers to the American People."
Dept. 53, 45 Cortlandt St., New York.



THE FIRST MAGAZINE AD STARTLED THE INGERSOLLS BY ITS HEAVY RETURNS

One day, back in 1892, a man was standing in an old-fashioned store of a Middle Western city talking business to the dealer. He was a man of nearly middle age, one of two farmer's sons who had come down to New York from Michigan 15 years before and by

hard work had built up a manufacturing and jobbing business in rubber-printing outfits and a mail-order specialty business that amounted altogether to half a million dollars a year. There was a chain of seven retail sporting goods stores, too, on the side.

The man was Robert H. Ingersoll. He was successful already, as most men reckon success. But

to him that it might be made just a little bit smaller and sold as a watch. Clocks were cheap, durable and accurate. Why could not these prime qualities be maintained while giving them the shape of a watch? That was the beginning of the Ingersoll dollar watch.

Robert Ingersoll was ready for the thought when it came. He had been schooled all the years before in the demoralizing field of price competition in staple goods. He had sharpened his wits on manufacturing problems, had traveled the country to call on dealers, premium houses and newspapers; had written advertising and catalogues for mail-orders and circulars for dealers. He knew the essentials of success and had been searching year in and year out for something that he could seize upon to individualize, improve, advertise and send out as his own to build a business that should endure and become an institution. He had found it in his clock-watch.

But the realization was more than the matter of a moment. The inventor was told it could not be done. Everybody discouraged him, according to the way of the world. But he kept on and at length produced something that was bulky and not overhandsome, but that kept accurate time and that even the jewelers admitted was a watch. The price was set at \$1.50. That was the solution of the first problem.

NO READY-MADE MARKET

Long before this the inventor had learned that there was no ready-made market for the new watch. Nobody wanted it. The public was skeptical and the dealers determined. It did not help the campaign that some time before the famous \$2.50 Waterbury watch had spoiled its chances by unwise and inconsistent trade policies, all kinds of prices, etc. The Waterbury campaign was over by the time the Ingersoll was launched. The older company had changed its name and the name of the watch. It is a matter of more than ordinary, of almost romantic, interest that this old com-

NEW YORK HERALD, SUNDAY, APRIL 4, 1897.

THE INGERSOLL "YANKEE" DOLLAR WATCH

A REVOLUTION IN WATCH CARRYING THE MECHANICAL MARVEL OF THE AGE.

THE "YANKEE" WATCH HAS ATTAINED A SOLDIER'S REPUTATION AS THE STANDARD OF ALL LOW PRICES. WATERBURY, IT IS MORE DUTIFUL MADE AND MORE DUTIFUL GUARANTEED FOR ONE YEAR.

A THURSDAY TO AMB. CAN. INDUSTRY AND ENTERPRISE. PATENTED IN THE U. S. AND FOREIGN COUNTRIES. FIVE DOLLARS. EACH ONE GUARANTEED A PERFECT TIMEKEEPER.

GUARANTEE

ALL COMPLAINING WATCHES WILL BE REPAIRED OR REPLACED AT THE MANUFACTURER'S EXPENSE. NO CHARGE FOR FREIGHT OR POSTAGE. NO CHARGE FOR RETURN OF DEFECTIVE WATCHES. NO CHARGE FOR RETURN OF DEFECTIVE WATCHES. NO CHARGE FOR RETURN OF DEFECTIVE WATCHES.

Delivered at Our Store or Sent Post Paid for Only **ONE DOLLAR.**

ROBT. H. INGERSOLL & BRO.,
"Watchmakers to the American People."
66 AND 67 CORTLANDT STREET, NEW YORK.

HALF PAGE IN NEW YORK SUNDAYS WAS FIRST CAMPAIGN ADVERTISING

he was not satisfied that he had done his best. A natural salesman and aggressive promoter, an inventor withal, with a number of salable novelties to his credit, he was still restlessly seeking the big thing.

WHERE IDEA CAME FROM

Standing in the dealer's shop, happening to look up, he spied on the wall a small clock. It was very small, and the thought came

pany, the New England Watch Company, which manufactured the Waterbury watch, has been taken over by the Ingersoll company and that the old name, "Waterbury watch," will be revived for watches of a \$3 or \$4 grade.

Robert Ingersoll put the new watch he had invented into his mail-order catalogue as just one more novelty and advertised it in his list of mail-order papers in one-inch space. The jobbing department also went after the dealers with circulars describing it. That was the humble beginning of the business.

As anticipated, nearly all of the jewelers the brothers approached or circularized turned the suggestion down hard. The house had connections with the hardware trade, but that, too, proved hardly more responsive. Like the public, the dealers did not see anything in the watch. It was a "mere novelty," it "couldn't keep good time." And, while dealers and mail-order customers here and there took a chance, sales on the whole grew very slowly.

In these early stages Robert H. Ingersoll was the only one who could sell the watches, and his resort was largely to trades outside the logical channels, that sold them as novelties and under special conditions. Regular trades, such as jewelers and hardwaremen, knew better than to attempt to sell such monstrosities.

GUARANTEE BASIS OF SUCCESS

The public incredulity might possibly have been overcome by heavy advertising and aggressive claims, or other promotional devices, but the Ingersolls elected to take the one step that certainly

proved the sincerity of their claims: they gave an unqualified guarantee to keep their new watch in order for a year and to exchange new watches for old within the year for ten cents.

It was a radical step at that time and was not taken without a great deal of painstaking thought. Even then the great expense it has since involved was not foreseen, but on the whole it has more than justified itself, and, in the opinion of the house, is responsible more than any other

**Once the Christmas of Kings--
Today the Christmas of Millions**

There was when a watch was the royal gift, coveted with pearls and requiring a lifetime of careful labor to complete a single decoration.

What of all her rich possessions did Queen Beatrix bestow and come to offer at the watch which had been Lord Leicester's Christmas offering?

What today does the prince or princess and so trusted a guide as a watch?

What of all things so happily fulfills the Christmas thought, combining hourly usefulness and luxury and wearability and mystery?

The old masterpiece, valued at so many thousands that all but royalty were excluded from possession.

But in Ingersoll's a \$3.00 to \$4.00 watch is the new masterpiece.

It was not worth as much as a timekeeper in the Ingersoll Dollar Watch of today.

A watch is still the royal gift, yet the giving of a watch, even so poor a privilege because of its great cost, is yours today for little more than the cost of a pocket handkerchief.

So millions of homes on Christmas morning will be happier because of a great American invention which has come to full perfection in the newest models of the Ingersoll Watch.

No boy or girl, no man or woman, can fail to find some welcome use for one of the best Ingersoll models.

Engineers often lose sleep by the dozen as gifts to employees, teachers for each member of their class.

Sold by leading dealers in the United States.

RECENT HOLIDAY ADVERTISING IN THE MAGAZINE LIST

one thing for the house's success.

The effect of the guarantee was marked, both on the public and the dealers. The jewelers were slow in taking hold, but dealers were added from the hardware stores, general stores, dry goods, men's furnishings and stationery lines, and the sales gradually crept up.

Still they did not move fast enough to satisfy the promoter. While the dealers were buying,

they were not pushing. The jewelers who handled the watches kept them under the counter and only brought them out when specifically called for. In this condition the inventor and his brother saw that they would have to go beyond the dealer to the public. They began to increase their advertising space a little and to go into mediums outside of the strict mail-order field, to which they had, until then, been confining themselves.



Loving Cups—Trophies—Medals—Watches

The jeweler is very close to life in all its variations. His art expresses and typifies victory, achievement, superior performance, as well as beauty, utility, joy and refinement.

Athletic triumphs are acknowledged with a silver loving cup, a medal or a gold watch. The same with civic and business service and all forms of faithful performance.

Dress is adorned with a touch of art in the form of a pin, a brooch, a chain or a ring.

The refined and festive table sparkles with bright silver and cut glass. Life's heroic and joyful moments are marked with a jewel or a bit of gold or silver. Life itself is measured by the jeweler's watch or clock.

The jeweler serves the finest and best interests of life. His place can never be taken by those who dicker in jewelry, solely on a commercial basis, without the heart interest of one who loves his craft.

You suffer as well as we, if you are not in touch with a reliable jewelry store.

The stocks in this store are chosen with skill and care from a wide and conglomerate market where experience is needed to distinguish the worthy from the worthless. We offer both economy and satisfaction.

MOST OF CARDS AND ELECTROS FURNISHED TO DEALERS DO NOT
BEAR INGERSOLL NAME

The first important venture into the larger advertising field was when the house took half pages in several of the New York Sunday papers. It had, as has been said, seven sporting goods stores in the city, and it thought them a good means through which to break into the New York market. They were not disappointed, and continued to advertise this way with more or less success for some time.

"And great was the day," said

the marketing manager, "when we were persuaded to venture a whole page, costing \$250—the price in those days—in one issue of *Cosmopolitan*. When the first day's returns were counted up and found to amount to \$1,285 in orders, we felt that our way to fortune had been made plain!"

The new appeal necessitated a modification of the old mail-order copy. Mention began to be made that the goods were "carried by many dealers."

Then growing success revealed a serious mistake. The new watch was being advertised as an Ingersoll watch but it was being sold under the name of "Yankee." It was the fashion to give everything a fancy name in those days. So the name "Yankee" appeared in large type on the face of the watch and the name of the house only in small type under it. The connection between the advertising and the watch was not clear, and when, within two or three years after, the campaign started and the watch had secured a fair distribution, but

was not very strongly entrenched with the dealers, competition entered the field and the inevitable substitution began. There are five watches of the dollar grade in the market now. At first there were only two or three. But these made matters hot enough for the advertised watch. They gave the dealers a better profit than the "Yankee" watch did and the dealers naturally pushed them.

It was a time of struggle. Only the most herculean efforts could

REAL READERS

E. S. Martin, of LIFE, in an article on "What Is the Matter with the Magazines?" sizes it up this way:

"If the readers won't select their magazines, then the magazines must select their readers. The natural course for a periodical that does not aim at the whole mass of American readers and the mail-order advertising, is to try to cut out from the great herd, the readers that belong to it Any periodical soon becomes a habit among people who read it, and a strong habit if they find it worth reading. The periodicals nowadays that aim at something a little more definite and satisfactory than to give the patrons of their advertisers what they want, bend their energies to make themselves a habit of selected readers."

That is precisely what TOWN & COUNTRY has been doing for over twenty years. Buying great volume of circulation, if your business is of a kind that can profit by only a small part of it, is like buying a railroad ticket to San Francisco to travel only as far as Chicago. The most difficult of all fields to cover without waste is that of selected readers of means. A page advertisement in TOWN & COUNTRY costs less than one cent per reader, which is less than the cost of circularizing.

TOWN & COUNTRY

keep the dealers in line, or anything like it. The house had to write and circularize, and then go out and labor with the individual dealer to get him to see the common sense of supporting the advertised watch.

But this was no real solution, and at length the house saw its mistake. It was a shrewd dealer up in Vermont that opened its eyes to the disparity between "Ingersoll" in the advertising and "Yankee" on the watch. When the source of the difficulty was finally perceived the house immediately relegated the name "Yankee" to second place and enlarged its own name on the watch. The results showed the wisdom of the change

ing the recipients to indicate their preference. The first places naturally went to the high-priced watches, but Ingersoll was given a surprisingly high place, considering its low price. The object of the investigation was to get a line on the popular taste, with respect both to advertised and unadvertised watches. As it was confirmed at many points by the house's own experience, the house feels that it has an understanding of the watch situation with respect to advertising and good will that is possessed by none other in the country.

The correction of the advertising policy by bringing the house's name to the front could not be expected to solve the substitution problem all at once. Or to do more than start things on the way.

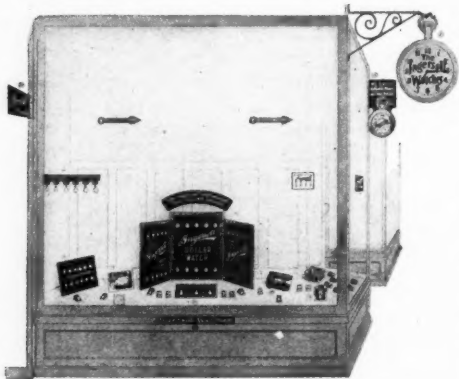
PRICE-CUTTING BREAKS OUT

Meanwhile a new problem was assuming form. Price-cutting had broken out. It had started among trade-marked goods, and, after the courts had denied the manufacturers protection and redress, naturally extended to patented and copyrighted articles.

During the period before patents were deprived of the price-maintenance right the company was exceedingly alert in protecting its loyal dealers and both warning and prosecuting price-cutting offenders.

Since the Sanatogen decision it has brought a number of suits against dealers on the ground of unfair competition. It has also been among the most energetic factors in the movement to restore price-maintenance, being one of the organizers of the American Fair Trade League, which has championed the Stevens Bill.

(Continued on page 86)



INGERSOLL IDEA OF DEALER-HELP IS SOMETHING USEFUL AND PERMANENT

that gave to the house's name the fullest measure of good will that could be secured.

A GOOD WILL INVESTIGATION

Of course, at this late day of advertising nobody would dispute the common sense of such a course, but at the same time it is interesting to know that a test made by several university professors a few years ago showed the Ingersoll good will to rank very high in a list that included the high-priced as well as the low-priced watches. Several thousand names were selected at random and circularized with a letter, ask-

JUST HOME FOLKS

NEEDLECRAFT subscribers live in homes. They make their homes attractive from the articles published in NEEDLECRAFT.

They eat food in these homes and they buy clothes. Many make their own clothes and those for the children. We sell the patterns.

You Mr. Manufacturer, want this trade. Your salesmen can not reach them. The expense would be too great.

We are appealing to you through your medium—why do you not talk to our subscribers through their paper NEEDLECRAFT at home?

NEEDLECRAFT PUBLISHING CO.
1 MADISON AVENUE - NEW YORK CITY

WILL C. IZOR, *Adv. Mgr.*
1 Madison Ave., New York City

ROBERT B. JOHNSTON, *West. Mgr.*
People's Gas Bldg., Chicago, Ill.

Member Audit Bureau of Circulations

Getting to Department Store's Customers

Advertiser's Booklets, Folders and Other Advertising Matter Acceptable to Many Stores, Provided They Be Made Individual and "Atmospheric"—Instances Cited from the Field

By Charles H. Willard

ONE of the high-class department stores in the metropolis told the trunk manufacturer they would not send out any of his booklets, folders and envelope stuffers to their customers. It did not make any difference how fine the matter was. It did not cut any figure whether the manufacturer's imprint was on it or not. The store was perfectly willing to handle the well-advertised line of trunks, but its mailing list was much too sacred to be turned into a broad advertising highway for all to travel.

The trunk manufacturer's advertising manager went back and thought it over. "I don't think they meant it," he remarked, and went to work on a neat little booklet to go out to the store's customers, showing the trunk line. He made up a dummy that was what the stores like to call "very extra special." He knew there were 25,000 names on the store's list, and it was worth something to reach them with the store's endorsement. He dropped around with the dummy, and told the store's advertising man that it lacked only one thing to make it right—that individual touch and atmosphere that made the store's own advertising a thing apart. A new and better-designed cover to harmonize with the store's style would probably fix that.

The store man looked it over. It was against the declared policy of the institution, but it furnished a fine excuse for starting a list of exceptions. His fingers itched to put that finishing touch on the cover, and he ended by doing so. The manufacturer's name went into partial eclipse, the store name went up and the stamp of the

store personality was over it all. That was the cover. Inside, it was not touched at all.

The booklet thus improved and sponsored went out to the list, the manufacturer paying the postage, too. The direct returns were satisfactory, but the total impression no doubt much exceeded that because the line was not a confined one.

RICH FIELD OF EFFORT

There is a rich field of advertising effort in these better-class department stores for manufacturers of lines of quality products, and few manufacturers are trying very hard to enter it. Most of them know by this time that the department stores are prejudiced in favor of their own literature, and those who did not know had their booklets turned down either because of the predominance of the manufacturer's name in them or for other satisfactory reasons, all summed up under the explanation, "house policy."

Very few, indeed, of the manufacturers attempt to find out what they must do to get the department store's co-operation in distributing their literature to its customers. This is the department store's own territory. They get very few propositions of that sort. National advertisers have been scared off by the apparently inexorable refusal of the stores, or by the realization that they would have to go to greater expense, or make certain concessions in the way of letting the store patronize the line.

There is, nevertheless, only one large department store of the first class in New York, B. Altman & Co., that has rigidly adhered to the policy of excluding manufacturer's literature. Everything that is distributed in the store or that goes out to a mailing list is prepared by the store. And national brands are not mentioned. They are sold in the store, some of them, but they are not mentioned in the advertising or advertising literature. The reason for this policy is, of course, that the house may be first and only. National

WORLD'S ADVANCE
In
ELECTRICITY MECHANICS INVENTION
The Mirror of The World's Progress
A monthly magazine with the latest progress in all the latest inventions and progress
OR ALL NEWS-STANDS—PER COPY 15c

WORLD'S ADVANCE
The Mirror of the World's Progress
If you want to be informed as to the world's progress in all the latest inventions and progress, you must read "The World's Advance".
The language of the layman—understandable by the majority of the people.
Contains practical hints showing how to improve your own work, and how to do it better.
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Keep Up With The World's Advance

Beat your father to it

150,000 men of affairs are reading THE WORLD'S ADVANCE
for current happenings in electricity, mechanics, science and invention
An increase of 50% in circulation in one year
Knowing then that the magazine is right, we are this month telling the several million readers of other magazines and of newspapers about it. From these we expect to interest a certain percentage of keen minded men who want a magazine that mirrors the world's progress.
Advertisers buying space now do so on a rising market.
Present minimum page rate \$128.00

THE WORLD'S ADVANCE
32 Union Square, New York
Western Representative W. G. Ridenour, 19 So. LaSalle Street Chicago
June forms close May 1st

Beat father
You know the best book to read for the latest news in all the world's progress in all the latest inventions and progress, you must read "The World's Advance".
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Chicago, Ill.

KEEP UP WITH THE WORLD'S ADVANCE
Read What the APRIL ISSUE CONTAINS
The World's Advance is a monthly magazine that contains the latest news in all the world's progress in all the latest inventions and progress, you must read "The World's Advance".
The language of the layman—understandable by the majority of the people.
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brands are sold in the store, but by its permission, under its authority and with its endorsement.

Every other large store in the city has much the same conception of its importance, but it does not cling quite so closely to the rule.

Wanamaker's at this time is distributing a Cutler-Hammer booklet describing its line of electric heating appliances for the home. It is exclusive distributor of these in New York City. The booklet has a parchment cover, is handsomely printed in two colors and profusely illustrated with half-tone cuts. Like other department stores, it is also distributing literature of the Victrola and Kodak people.

"We have few confined lines," said Joseph H. Appel, the advertising manager, "and we send out very few pieces of manufacturer's literature under our own imprint. We did so more frequently in the past, but we have been a good deal disillusioned about co-operating with the manufacturers in this way. We have taken lines when they have been unknown, and pushed them to success, and then seen the manufacturer open a local store and take the agency away from us. That is natural, of course. He comes to us when he needs us, and leaves us when he wants to stand alone. But it is not a good thing for the store, because its prestige for the line goes out with the latter, and it must build up a prestige for a new line.

TENDENCY AGAINST THIS CO-OPERATION

"I think the tendency of all department stores is less and less to share its opportunity with the manufacturer, for the reasons given. It develops its own lines—we manufacture three makes of piano—and when private brands are impracticable, and we have to carry a representation of other lines, we make no efforts that would exalt them above the store. Victrolas and Kodaks we naturally carry, because of the demand for them, but if there were a dozen different makes of talking

machines, we should probably bring out one of our own, as Marshall Field already has. We have more than once resolved never again to push a line that can be taken away from us, but when something new and specially desirable comes along, we are tempted to take another chance.

"When we do use our mailing list in behalf of the manufacturer, or pass out his booklet in a department, or enclose it in the package, it must be something out of the ordinary and up to our own standard in every respect. It must look like a Wanamaker production, in short."

The Cutler-Hammer booklet which Wanamaker is sending out does not, however, minimize the manufacturer's name. The name appears in large letters on the cover, it is repeated frequently inside, and there is even a chapter on "what 'Cutler-Hammer' means."

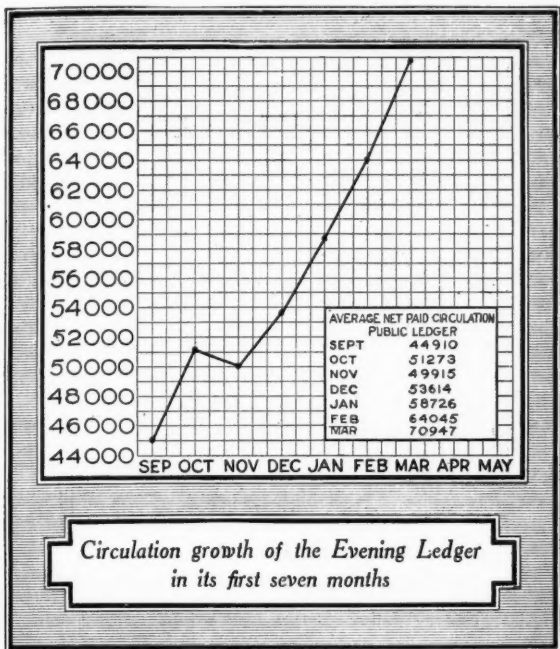
McCreery does the same with the style announcement of the Quaker Lace Company, which reproduces the company's latest designs and contains dress hints for their use.

Lord & Taylor occasionally send out samples of dress goods and cards advertising new perfumes or toilet preparations.

MANUFACTURER'S OBJECTION

"Stern Brothers have done it, so far as I know, only once or twice," said W. A. Zink, its advertising manager, "and we are not very hospitable to the suggestion, but our attitude is based on the experience we have had in this respect. The average manufacturer will not do the things he must do in order to get into the house. He wants his name played up and the house will not do that. We would want any catalogue, booklet or folder gotten out by the manufacturer to look like our own, having an individual style and atmosphere. But he will not ordinarily consent to take the thought and spend the money to do that. Perhaps ordinarily he cannot.

"Here is a booklet I am getting
(Continued on page 64)



During March an average of 70,947 copies of the Evening Ledger was sold daily.

The March increase of 6902 copies is the greatest gain made thus far in any one month. More national advertisers used the Public Ledger-Evening Ledger combination in March than in any previous month.

The combination Public Ledger-Evening Ledger rate of 25c a line is still available

PUBLIC LEDGER-EVENING LEDGER
INDEPENDENCE SQUARE
PHILADELPHIA

87 PER CENT. RE-ORDERS

Last week we showed that 85.8 per cent. of the advertising space used in **THE SATURDAY EVENING POST** in 1914 came from advertisers who also used **THE POST** in 1913.

Similar figures for **THE LADIES' HOME JOURNAL** are as follows:

	Lines	Percent- age
Total lines in 1913	334,284	
Total lines in 1914	318,865	
Space used in 1914 by ad- vertisers who also used THE JOURNAL in 1913 . .	276,625	
Percentage of total space in 1913 used by advertisers who renewed in 1914 . . .		87.3
Percentage of total space in 1914 used by advertisers who had used THE JOUR- NAL in 1913		86.7

What other business dealing
with hundreds of customers—

In a field where there are scores
of competitors —

Where the frequency of purchase is great—

Where success so often depends upon outside conditions which cannot be controlled—can show so high a record of re-orders as this:

86.7% of the volume of advertising in THE LADIES' HOME JOURNAL in 1914 came from the same customers who made up 87.3% of its volume in 1913.

We believe that these figures, and those for THE SATURDAY EVENING POST showing a percentage almost as high, are the strongest possible evidence of the stability of modern advertising, rightly conducted, and of the vitality and permanence of the results produced by these publications.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia



Ten Cents

the old **McCLURE** price

will buy the Big *May* number of McClure's
on the news-stands April 15th.

Table of Contents for MAY

The Conquest of America	CLEVELAND MOFFETT
Billy Sunday in Action	BOARDMAN ROBINSON
Saving Grace	HOLWORTHY HALL
Amber	HENRY KITCHELL WEBSTER
Six Tremendous Gamblers	EDWARD MOTT WOOLLEY
Flood-Tide	RALPH HENRY BARBOUR
The Honey Bee	SAMUEL MERWIN
Safety First for Mother	ANNA STEESE RICHARDSON
"This Little Girl Earns \$100,000 a Year"	
Beltane the Strong	JEFFERY FARNOL
Melting Ice	JAMES OPPENHEIM
"K"	MARY ROBERTS RINEHART
The Grand Old Dope	GRANTLAND RICE
Tony Gets Fired	WILLARD CONNELLY
Your Money and How to Make It Earn	ALBERT W. ATWOOD

It is rightly called the Big *May* number of



McCLURE'S

in the

Big size

Forms for July, the third issue in the Big Size (680 lines), close May 15th

How Rogers Peet Company Has Used the Cartoon to Sell Goods

Experiences of Nearly Thirty Years With One Style of Copy

WHEN a house picks up an unconventional style of advertising and sticks to it for nearly thirty years straight, while it is growing from a one-store-power to a four-store-power business, you may be sure there is something more than eccentricity in it. The Rogers Peet advertising is of that kind. It apparently fills some kind of human want.

That is proved by several other things. One of them is the scrap-book test. It is not every advertiser who can start a collecting fad with his ads or ad pictures. It is not every advertiser who wants to.



THE SILHOUETTE CARTOONS SHOULD ALWAYS POSSESS ACTION

Nevertheless the scrap-book test does indicate something. It may indicate too great cleverness, as in the case of "Sunny Jim," who probably started more scrap-books than any other advertising character in the world, but who monopolized all the public attention and left little for the goods he was created to advertise.

But the scrap-book test may also indicate just cleverness enough in the ads to gather up attention and pass it along to the house. And as in this instance of Rogers Peet Company, the house grew, and the advertising policy continued, we can assume, of course, that the policy was justifi-

fied. That is also the test of time.

Another test is the compliment of being copied. These little Rogers Peet ad figures were copied in appearance and in idea in the city and all over the country. Few if any of these "me too" campaigns succeeded. There was something lacking in all of them, and one after another they dropped away.

The type of ad originated with Rogers Peet some time before 1886. Will Hooper, then best known as a contributor to *Harpers, Puck, Life* and other publications with humorous departments, was the artist who drew these pictures.

WHO FIRST ILLUSTRATED ADS?

"It was always a matter of friendly competition between Mr. Wanamaker and Frank R. Chambers, president of Rogers Peet, but then general manager, as to who really first started to illustrate advertising. The idea was to have something pointed and humorous in the way of cartoons, different from what anybody else was doing," said Mr. Hooper.

The illustrations were left to the artist, who was supposed from his humorous-weekly experience to have a pretty fair knowledge of what the public was interested in. He laid out what he thought would go and wrote his own captions, sometimes one line, sometimes three or four.

Mr. Chambers wrote the text himself, and it was often as unique as the cartoons. He had definite ideas about the cartoons. The conception was his own.

"Don't make a picture simply of a man in a sack suit or a frock coat," he would say. "Everybody knows how a man looks in them. Make a picture that will interest human nature."

He put himself in the public's place and realized that the public's interest and imagination could not be stirred by ordinary fash-

ion-plate pictures. He relied on the pictures to interest the people and make them read the copy, and the copy furnished them with reasons why they should come to the store.

THE REASON FOR THE CARTOONS

The main object of the cartoon was to catch the eye, and get the public in the habit of looking for it every day; to have something new, original, catchy, so that the public would form the habit, whether they wanted to buy goods or not, of looking for the Rogers Peet ad. And they did it by the thousand. And when they got the habit of looking for the Rogers Peet ad, they got the habit of going to the store for their goods.

The cut was changed every day and never repeated, in those early days.

"I have seen a store run the same ad five days," said Mr. Hooper. "It was interesting the first day. After that it killed the interest. That store loses its audience. John Powers, Sr., said that no advertisement ever written was good enough to print twice. That is true. An advertisement ought to be just like an editorial in the paper—something new each day. It would be no less foolish for the newspaper to repeat an editorial four or five days than it would be for a retailer to repeat the same ad."

These little one-column cuts that the house is running now show very little change from the original cuts. Mr. Hooper occasionally attempted little departures to avoid monotony, but ended by going back to the old type. Silhouettes were used once in a while, but Mr. Chambers preferred the plain outline.

"Silhouettes, if used very much, get monotonous," said Mr. Hooper. "It is well enough to have them once in a while, but not often. If you do have a silhouette, you want to get action into it. Do not have the figure standing still, but running, or at any rate in action."

The cuts were more of an eccentric character than caricatures. They had to be refined and without a sting.

"I had to be very careful not to make caricatures," Mr. Hooper recalled. "One day in drawing a comic face, I inadvertently made one of a certain foreign type and we received a complaining letter to the effect that we were making fun of that nationality. The house wrote a very diplomatic letter to the man, and after that I had to be very careful not to seem to caricature. Another day I made the picture of a tramp and Mr. Chambers would not use it because, he said, we do not want to make fun of anyone's misfortunes."

"I always felt free, however, to use slang in my captions, but the cuts and the text always had to be refined."

"At the same time, the cuts were humorous and radical, there was no question about that. The clothing business is a serious thing to most retail mer-

chants, and it would scare them to think of anything funny in their advertising. John Powers, Sr., told me that once when he was advertising cravats for 25 cents at Wanamaker's, in Philadelphia, he put a sign in the window reading, 'Not so good as they look,' and that every last one of the cravats was sold. Most merchants of that day would not have dared to trifle so seriously as that."



We've covered the field of formal (and to some extent, informal) day dress when we say "cutaways."

They've superseded the frock coat and are worn more extensively each year.

Every man should have one in his wardrobe—why not have yours for Easter and after?

The one-button and two-button styles that we're cutting this season are mighty handsome smart coats—most of them brained.

Coat and waistcoat, \$24 to \$34.
Surged trousers, \$6 to \$12.

Dressy overcoats, these!
Silk lined Spring weights of dark oxford and black—some with bound edges.

We're specializing this season in combination underwear.

ROGERS PEET COMPANY.

Broadway at 12th St.	"The Four Corners"	Broadway at 12th St.
Broadway at Warren		Fifth Ave. at 12th St.

GROTESQUE ILLUSTRATIONS OF THIS SORT HAVE BEEN USED AS EYE-CATCHERS SINCE 1886

Mr. Hooper was not exclusively engaged by Rogers Peet, and devoted one day of the week to their cuts. The six little cuts he made on that day would last the rest of the week. But Mr. Chambers bought a lot of cuts in advance so that the continuity of the ads would not be interrupted if the artist fell ill.

"Mr. Chambers was keen on getting apt ideas and urged me to jot them down at once, as often as they came. He said to me once: 'When you think of a good idea, make it up; no matter if it is for next Christmas, never let a good idea escape you.'

"But we were never at a loss for ideas. They came naturally. I never got them out of studying the stock or looking in windows. I got them from reading newspapers, magazines, and books. Lots of the cuts used were timely. For instance, when the Brooklyn Bridge opened, I made a cut of the bridge and linked it up with the store's advertising. At that time we ran copy in all of the newspapers.

KEEP THE ILLUSTRATIONS ALWAYS NEW

"The reason that a lot of advertising fails is that there is not enough change and it grows monotonous. A house takes what may be a good idea in the beginning, but works it to death. For instance, a large clothing house started one series with 'Beau Brummel,' and used it a month. Of course it grew monotonous. They did not get much variety with one figure. After that they tried another series of 'the pessimist and the optimist' and 'the thin man and the fat man.' They were limited again in that, and in a few months the interest was all worn out.

"In making my cartoons I studied up the history of the month every month. I always had something about Lincoln on his birthday, and something about Washington, Columbus, etc. During the summer I got baseball, tennis and golf into my cartoons.

"I believe in bringing the women into the cartoons. Now-

adays it is recognized that women do more buying than men. Even in a man's store women do much of the buying. They buy almost all the underwear for the men, and a good many of his neckties. They don't buy a man's suits, but they are very apt to be with him when he buys a suit.

"When a man has a woman with him the clerk should sell to the woman. I know of one man who made a mistake recently in not selling to the woman. A man and woman came into a clothing store. The man wanted to buy a suit. The clerk said to him, 'Want to buy a suit?' and took the man down the store, leaving the woman behind. The man selected a blue suit, and came back to where the woman was. 'Why, Henry,' she said, 'I thought you didn't want to buy another blue suit?' 'That's right,' he answered, 'I hadn't thought of getting a blue suit.'

"Well, they went out without buying. That clerk should have taken the woman along when he went to show the man the suit. He should have talked to the woman and let the man listen, and he would then have sold the suit."

When Mr. Hooper came to explain why a comic drawing catches attention and interests, he gave a strong hint to the advertising man.

"It isn't the exaggeration that makes the drawing comic," he said. "It's the *surprise* in the picture. The reader expects one thing and you give him something near it but yet different. For instance, one of my captions was: 'Before you take the calf home, come into the store.' There was a surprise there."

In other words, variety with a quick, surprising humor appeal.

To illustrate this further, the artist recalled some pictures he had once made for Mr. Powers, Sr. Powers did not believe in illustrations as a general thing, but he wanted to try them out in connection with the Macbeth chimney copy. He wanted Hooper to make a series of moon faces that had nothing to do with

lamp chimneys—just a big circle and a moon face to attract attention. "He was almost paralyzed when he found how many expressions could be given that moon face."

"So far as I know, the first artistic catalogue that was ever published by a clothing store was gotten out for Rogers Peet. This must have been twenty years ago. I made the drawings with the greatest care, and they were reproduced fairly well as work went in those days. I was very much interested when I went to London the next year to find that every cut had been stolen by a publisher in London, and the drawings all reproduced in wood engraving.

"After that the clothing manufacturers started in with real artistic catalogues. Then of course Rogers Peet changed their style entirely and got out a catalogue of totally different character. Oliver Herford illustrated and wrote one of their annual books, and I think Bradley illustrated another."

Just another deft touch and a modern one illustrates the Rogers Peet spirit. When a good customer gets on the books, he gets an occasional seasonal reminder from the *salesman* on the house paper. Here is a sample letter which is designed to express appreciation of previous patronage, recall good service and call attention to the new store:

Just to remind you that I'm still at "the old stand" all ready to show you the new styles.

No, I haven't moved up to our Fifth avenue store—I'm too much at home here, same as my friends and customers, like your good self.

Will you be in soon?

Very truly,

The letter enclosed a brightly—and *comically*—illustrated folder in three colors, advertising union suits.

The house has weighed good humor and has not found it wanting. It has not found anything to be afraid of in the right kind.

A portion of the Szodont advertising account has been placed with Street & Finney, Inc., New York.

Outdoor Advertising Association Convention

The sixth annual Convention of the Outdoor Advertising Association was held last week at the Hotel Pontchartrain, Detroit. The majority of the members were present, and each one was accompanied by one or more of his staff. After routine business had been disposed of informative talks were given on Local Sales by various members.

On Tuesday evening a banquet was served to the members and their ladies in the Green Room of the Pontchartrain Hotel, every member being in attendance, as well as several of the prominent citizens of Detroit. This dinner was staged by Harvey Conover, the chairman of the convention committee, with a couple of able assistants.

Wednesday morning was devoted to talks on National Sales by various members of the national sales department of the clearing-house, and in the afternoon there were several talks covering the technical side of the business.

On Thursday morning was held the usual "Bull Ring" wherein each one present in the convention hall delivered a short talk on different subjects.

Von Utassy and Wurzburg Join Condé Nast

George Von Utassy, who for several years has been with the Hearst magazines, on May 1 will become associated with Condé Nast in the publication of *Vogue*, *Vanity Fair* and *Costume Royal*.

Francis L. Wurzburg, for several years with the Home Pattern Company, will also become connected with Mr. Nast as general manager of *Costume Royal*.

Mr. Nast has purchased *Costume Royal* from Morris Aron and will assume publication of it May 1. Mr. Aron will continue to hold his interest in the property and will be active in its management.

R. F. Hall Succeeds Beck at Universal Cement Co.

J. P. Beck has resigned as publicity manager of the Universal Portland Cement Co. of Chicago. He will be succeeded by Robert F. Hall, who for several years has been connected with the company's sales department. Mr. Beck has been with the company for eight years. No statement of his future plans has been made public.

Fuessle Resigns Because of Ill Health

Newton A. Fuessle, recently appointed advertising manager of the Chalmers Motor Company, has been forced to resign on account of ill health. He has gone to the Adirondacks to recuperate, but will continue to do work for the Chalmers, contributing to their house organ.



This paper completely covers its field

There are not many technical papers of which this can be accurately said; but there can be no question of its complete accuracy so far as **The ENGINEERING and MINING JOURNAL** is concerned.

Metal mining and refining is one of the basic industries of the world; but the world's real production of metals is to-day carried on in from good-sized to gigantic plants, all definitely located and in all of which it is possible to put your finger on the men with the say-so in buying. Given a paper of sufficiently high editorial quality to command the support of these men plus the subscription gathering organization to get to them, and the paper that covers the field becomes an actuality.

This is **The ENGINEERING and MINING JOURNAL**.

If you want the proof of this statement, you have but to ask for it.

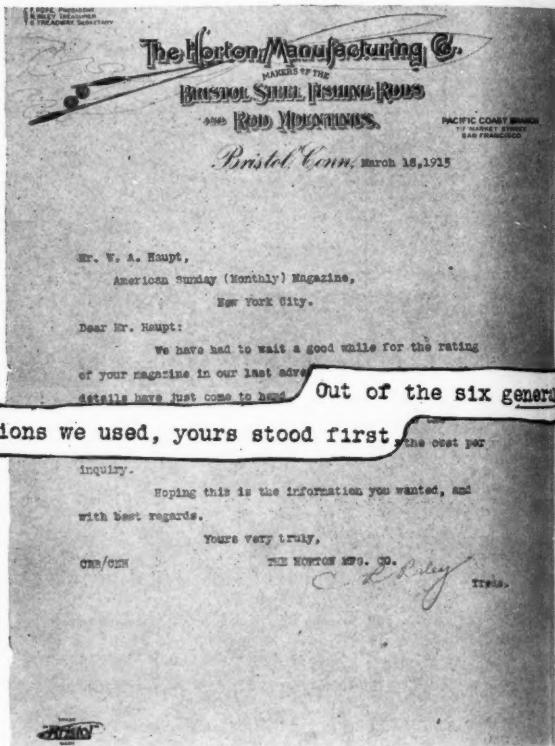
HILL PUBLISHING CO.
The Hill Building, New York City

Also publishers of *Engineering News*, *American Machinist*, *Power* and *Coal Age*.

All Members of the A. B. C.

Do Men Read American Sunday Magazine?

These Letters Speak for Themselves

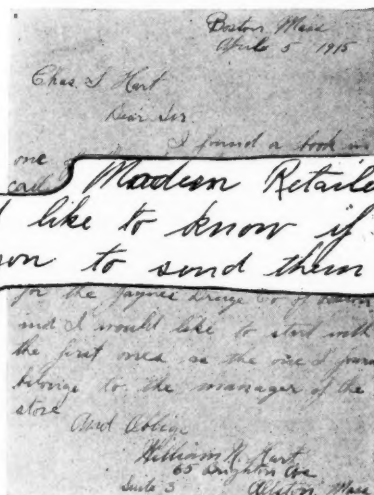


2,250,000 Circulation

THE AMERICAN SUNDAY MAGAZINE

220 Fifth Avenue, New York

Chas. S. Bailey, Jr., Mgr.



The American Sunday Magazine offers you direct influence in 2,250,000 modern American homes.

The Modern Retailer offers you direct influence on the dealers who sell those homes.

Advertising in the first offers the biggest opportunity in the magazine field for creating concentrated consumer demand.

Advertising in the second—which costs you nothing—makes the dealer especially able and eager to supply that demand.

The Modern Retailer goes to every grocer, druggist, haberdasher and hardware dealer rated over \$3,000.00, and to every department store buyer in and within 25 miles of New York, Chicago and Boston, and within 5 miles of Atlanta.

250,000 Circulation

AMERICAN MONTHLY MAGAZINE

Chas. S. Hart, Mgr.

908 Hearst Building, Chicago, Ill.

Make Your Market

With Our 10,000,000 Customers

We can put you into intimate touch with this great family of ours—

—And we can keep you there if your goods are right, your prices right, and if you know distribution.

We have only recently discovered that we command perhaps the greatest merchandising resources in all the world.

If you want to avail yourself of this immense selling force, better have a look.

**The
Hamilton
Corporation**

2 West 45th Street

New York

The Intermediate Letter

What It Is and How It May Be Used to Promote Friendly Relations

By a Sales Manager

IF a man expects to retain business friendship, he just can't cram every letter full of sales talk and can't write more than so many letters per year. It's too much like ungentlemanly persistence and reacts the wrong way, for it makes the recipient think, "I'm giving that bunch all the business I can. For the love of Mike why can't they let it go at that!"

It sounds reasonable, when you come to think about it, that an old-fashioned newsy letter, be it short or long, accomplishes its purpose of reminding the man on the other end that you are still in business, and are his good old side partner every minute of the day and night, and I can testify that it has brought us a whole lot of business.

In every business relationship there comes a period between acquaintanceship and close intimacy—the stage where you are sure of your ground with "Dear Mr. Shipley," and in a pinch could omit the firm title at the end, signing your own name alone after "Sincerely." It is a crucial moment, for the personal relation, the vital humanizing of your correspondence hangs in the balance.

DIPLOMACY REQUIRED IN WRITING THE LETTER

The "intermediate letter" can alone cement what may well prove to be a lasting barrier against pure price competition, and while a delicate matter to handle, is well worth careful consideration and application.

Here's an example that has never given offense, and has brought about just the slight difference between mild interest and expectancy, so far as the mental attitude towards our letters is concerned.

"This letter can be laid aside for your more important mail as it is merely an explanation.

"The rather bulky enclosure is a personally conducted trip around our

factory, illustrated here and there by unmounted photographs pasted in between descriptions.

"It isn't a formal affair, full of square feet, and technical descriptions of our processes and machinery—just something to make it possible for you to know rather intimately the plant that turns out your goods.

"There's nothing in it so confidential that your clerks should not see it—and here and there a little *proof* of the extreme care that means a lot more to the memory than assertion.

"Won't you make it a point to drop in on us when you next come West?"

The enclosure was six pages of typewritten text, written in the every-day language a man would employ in showing a visitor through the plant, and here and there, sometimes in the margin, sometimes between paragraphs, were illustrations pasted. These gave the whole a decidedly intimate flavor, a rather complimentary personal touch that more than justified the expense, while apparently as after thoughts such notations in pen and ink as "Dear M.—Some efficiency here! The speed of this machine is adjusted to the capability of the workman, and he just can't loaf or overwork!" gave it all the air of a long hand letter.

THE SPIRIT OF HELPFULNESS

Apart from the technique (carefully concealed by the devices to distract the reader's mind from thinking of the enclosure in the light of a booklet) the sincerity behind the letter may be considered as the great reason for its success. To catch the tone that invites a closer relationship without overstepping the bounds of good breeding isn't a simple matter, and after all demands a medium out of the ordinary as well as a clear conception of the desired end.

Here's another along entirely different lines, which while intimate can nevertheless be employed long before the "Dear Bill" stage.

"After visiting you last trip, Mr.

Maxwell dropped us a line in which he mentioned your interest in securing interesting talks for your Sunday School.

"The writer will confess, that in order to show an appreciation of your courtesies to Mr. Maxwell, he tried to think up something which would be of service to you—but in vain.

"This morning our advertising man brought over the ten-page spread we enclose, 'The Romance of Carriage Making,' and said that he had some dandy slides in colors showing foreign scenes and unusual hitches.

"If this strikes you as anything you could use we'll have an extra set of slides and a copy of his talk made up for you—all mention of our name carefully omitted."

With a different opening paragraph to suit different cases it will be seen that a very common kind of proposition is made into something no recipient can fail to understand as a distinct compliment, and results in a friendly feeling towards the one who had sufficient interest to think of him as other than an order giver.

GROUPING THE RECIPIENTS

It isn't by any means essential that in every case the customer should be led to think that he alone has a place in your thoughts on any given subject. It may well be taken as a compliment to place him inferentially in a preferred group, rather than seem to single him out for some peculiar reason.

This brings about the use of a third type of letter along the lines of the following example:

"From time to time we learn through our sales force of the particular interest taken by the executives of houses who handle our lines in some particular department.

"Mr. Armstrong, some months ago, in sending us a copy of your house magazine, told us of your supervision of advertising matters and we would appreciate your criticism of a window display idea.

"As you know, the Ivory Soap people, among other large advertisers, are seeking to increase consumption by pointing out uses beyond the obvious one for their product; our plan is to cash in through and for our good friends in the trade by means of a window display, built to show in striking form six uses of 'nonpareil,' which we know from careful tests are perfectly practical.

"Does the artist's sketch of the complete display show you, as a consumer, what we are driving at? Does it strike you as a dealer as something worth while? Have you any suggestions to offer as to the selection we have made from the dozen described on the attached slip?

"We are frank to state that we shall decide whether to go ahead or drop the idea according to the opinions given by you twenty heads of businesses who combine a knowledge of retail sales possibilities with a particular interest in the advertising end."

In the writer's opinion this letter could be completely spoiled by the addition of, "Will you give the display a full fortnight in your windows?" If securing display space was decided upon as the desirable end, an entirely different letter would doubtless be more effective and such a letter should be frank. To introduce into the intermediate letter such a query would kill it because it would cause the alert merchant to exclaim mentally, "Aha! That's the meat in the chestnut! Why did they beat about the bush and take up my time with all the foliage?"

This intermediate letter by no means bars the merchant from desiring the display—and asking for it. Isn't it perfectly within the bounds of probability that he may take a paternal interest in it, if left to himself, and, in asking, give it far more prominence than if the manufacturer did the asking?

NO PLACE IN THIS LETTER FOR BUSINESS TALK

The intermediate letter may be made a weapon to meet a certain kind of competition which is often not recognized as competition. What is your real competition when Mr. Dealer takes a trip to your own city? Is it Mr. Competitor whose goods grace perhaps the lion's share of his shelves? Is it perhaps the offices of firms in entirely different lines?

One company eliminated both and decided that its real competitor in such cases was the hotel at which the dealer stopped.

Here is the intermediate letter employed to forestall "the enemy":

"We'd like to have you drop in and stay with us when you visit New York, provided you'll take it for granted that we're willing to take your business as it comes and are not looking for orders all the time.

"There's a stenographer—or dictating machine as you prefer—for your personal or business letters; a sentence will end the railroad or theatre ticket problem; and a big arm chair where

you can dictate or smoke, or both, without the jangle of a 'phone or the paging of 'Mr. Jones, please.'

"A duplicate set of time-tables and directories enables you to make your own plans without anyone trying to be polite and do it for you."

One star salesman who received a carbon copy of this letter wrote in to his house, "You did more with that letter to make it easy for me than an extra five per cent added to their discount," and references to the letter (which was used very generally) continued for years after its mailing.

It must be noted that unless the writer of such a letter lives up to its spirit when the visitor arrives it becomes a broken promise with the natural consequences. If a firm (and it may have well-based reasons for its policy) believes it best to mix entertaining with some heart-to-heart, brass-tack business talk it should avoid the particular form given above as it would be the plague.

If the intermediate letter is honest through and through, backed by a little more than it shows on

the surface, it promotes a friendly feeling. If it is merely a garnishment of a proposition capable of direct treatment, the user takes the chance that the masquerade will prove a boomerang.

It must be remembered that in this work-a-day world the first query which arises in the mind of the recipient of the intermediate letter, particularly when it demands no reply, is "Why was this letter written?" After he has turned it inside out without finding any ulterior motive or concealed attack on his pocketbook it takes a place in his regard different from any sales message. For this very reason it is wise to avoid direct questions involving an answer.

What is a manufacturer to do when a misunderstanding arises—the kind that shows clearly between the lines of a letter, so worded as to preclude a direct answer without leading to a lengthy controversy?

I claim that in many such cases the intermediate letter alone is

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

better than silence. Let us take the supposititious case of a merchant who feels, but is careful not quite to say so, that his remuneration in handling an indirect order is not sufficient. Let us assume that he accepts the remuneration, expresses thanks and shows clearly that he does not wish to discuss it.

"We wish our Mr. Tamworth were due in Springfield to take the place of this letter.

"When we decided that we would discontinue sales to house owners, except where an old customer insisted on dealing direct, we felt sure the trade would appreciate our attitude and that by passing credits to the local dealers in the few remaining direct sales our trade friendships would be strengthened.

"It seemed quite natural to us that as we took the credit risk, eliminated all expense in cartage into and from the dealer's store, caused no stock records or extra work at inventory time, breaking cases and the host of things which make it cost a hardware retailer 22 per cent to do business that a clean-cut 12½ per cent profit, with no sales or other expense, would be mighty acceptable and real proof of our honest desire to make good our promises of co-operation.

"We wish our Mr. Tamworth were going to thank you in person, instead of leaving it to this letter, for we do appreciate your kind note of the eighth, acknowledging our remittance covering a sale to Mr. H. B. Dodge."

Doesn't the intermediate letter make it possible for the dealer to see his error without forcing him to admit it?

There is a master of logic presiding over a wholesale business which, if in the right, can convince any retailer. More retailers than he will ever know dislike him for the fact that he leaves no loophole for their dignity. It is not enough for a letter to prove the writer to be in the right; it is not enough to prove himself in the right—he must be in the right and prove himself in the right without belittling the intelligence of the recipient. It's just the difference between the man who, in finishing a letter, says "That will fix him, I guess!" and the one who says "That leaves him a way out."

The honest merchant is perfectly willing to act along co-operative lines; he likes to make friends, prefers to buy from people he knows are not cold-blooded propositions and respects the ones

who point out without rubbing it in his mistakes when they affect his profit.

The intermediate letter offers a means to the sincere maker to gain and hold the merchant's regard.

Chicago Trade Press Discuss Circulation

That advertisers should pay more attention to how trade papers secure the names of prospective subscribers, and the method used of securing those prospects as readers, was evident from the discussion at last week's meeting of the Chicago Trade Press Association.

It was pointed out by several circulation men who spoke that trade papers no longer add circulation merely to have it. Each subscriber on the list is a liability to the publisher unless he represents a buying unit. Consequently the modern tendency in trade paper circulation plans is to secure all the buying units in the field, regardless of cost of securing them, and disregarding circulation without actual buying power. One publisher in the electrical railway field said he had secured 98 per cent of all the buying units in his field, this figure being based on the known number of establishments in it.

John C. Harney, of the *Technical World*; F. H. Ellenbaum, of the *Farmers' Review*; and Edward H. Schulze, of New York, gave their experiences in securing buying or quality circulation.

Advertiser Cigar Wrapped in Tinfoil

The El Dallo, a new 5 cent cigar, is being advertised in newspapers in Kansas and in the Southwest. "Each Cigar Its Own Humidor" is the phrase used to explain the value of wrapping each cigar in tissue paper and tinfoil by machinery. This wrapper is used to keep it fresh and moist until smoked. H. D. Lee Mercantile Company, Kansas City, is distributor for the El Dallo. Another 5-cent cigar, the La Mista, made in Oklahoma City, is now being advertised throughout the Southwest.

New Flour Advertised

The Acme Milling Company, of Oklahoma City, is using newspapers to advertise a new pastry flour named "Classy," which is said to be a pure, snow-white, soft wheat flour. "Bestoval" is another brand which is being advertised.

Becomes Officer of Guaranty Trust Co.

Fred W. Ellsworth, for four years in charge of the department of publicity and new business of the Guaranty Trust Co., New York, has been made an officer of the company, with the title of publicity manager.



The most authoritative expression of the present German position available in America appears in Collier's the first two weeks in May. "A Nation United" by Senator Beveridge is the first of these articles and appears May 1st. The second article, "German Thought Back of the War," also by Senator Beveridge appears May 8th.

Collier's

5¢ a copy

THE NATIONAL WEEKLY

Chicago

New York

Boston

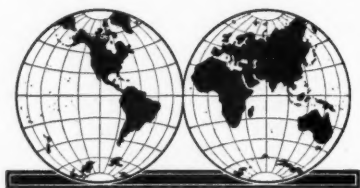
A. C. G. Hammesfahr, Adv. Mgr.

COLLIER'S CIRCULATION

ISSUE of MARCH 20TH

Press Run.....	847,500
Gross	844,279
Net	831,416
Net Paid.....	820,809
Member A. B. C. and Quoin Club	

The fourth of SENATOR
BEVERIDGE'S war articles.
"What a Battle Looks Like"
is in next week's issue.



Butterick has had established
branches for years in

Argentine Republic	Holland
Australia	Italy
Belgium	Mexico
Brazil	New Zealand
British West Indies	Norway
Central America	Panama
Chile	Peru
Denmark	Russia
Finland	South Africa
France	Sweden
Germany	Switzerland
Great Britain	Uruguay

There are special editions of
Butterick Publications in five
languages—

English, French, German, Spanish and Italian, *in addition to* those circulating exclusively in the United States and Canada.

Mere size may not always be a conclusive argument. But when an organization has reached a position of leadership by a steady growth over many years and includes in this success the confidence of millions of people, its size must have significance.

The Butterick Publishing Company

BUTTERICK BUILDING, NEW YORK CITY

NEW YORK	CHICAGO	BOSTON	ATLANTA
ST. LOUIS	SAN FRANCISCO	WINNIPEG	
TORONTO	LONDON	PARIS	BERLIN



1400 Times Every Minute

The New York City Telephone Book is consulted by telephone users of New York City and vicinity on an average of 1400 times every minute **all the year 'round.**

What an opportunity for you to drive home the name of your product to people able to buy — telephone subscribers!

Inexpensive FOOT NOTES, well placed throughout the book, will **strengthen your local campaign**, give your product active, persistent publicity and encourage telephone orders.

The big May issue of 800,000 copies will go to all telephone subscribers in Greater New York and eighty-five suburban communities.

ADVERTISING FORMS
CLOSE APRIL 29TH

May we send a representative?

New York Telephone Company

Directory Advertising Dept.
TELEPHONE, CORTLANDT 12000

25 DEY STREET - NEW YORK CITY



Getting More Out of Salesmen on Commission

Educating Salesmen Better Than Ginger Talks

IF you feel your salesmen should earn more, both for themselves and the house, make it possible for them to learn more. This in a sentence summarizes the experience of the thirty-five sales managers who attended the meeting of the Advertising Specialty Sales Managers' Association, held in Chicago last week, a convention at which the many-sided problems of sales management were openly and frankly discussed by men of wide experience in dealing with what is admittedly one of the most difficult classes of commission salesmen.

It seemed to be the opinion of the sales managers present that the great evil of to-day in managing men on commission is that they are not taught to save. Salesmen as a class are spenders. A big month's commission goes just as fast as a small month's. As a result many good salesmen find that in off seasons they are not able to make enough money to maintain the false standards which they have set up, become dissatisfied and either lose heart or leave the organization for the green fields just over the hill.

"It is up to the sales manager to teach his men how to save," declared one speaker, "so that they will become satisfied with their positions and work for some definite object. Our firm has solved this problem by withholding commissions. Our contract reads that we pay a salesman up to 75 per cent of his commission when the order has been O. K'd. Actually we pay our men what we believe they ought to have and hold back the balance. In most cases we send \$15 a week to the man's wife and send him \$35 a week for living and traveling expenses. In spite of the fact that we have several competitors who send a man his full commission check just as soon as the order is received, we

have never yet had a complaint from this system, because we point out to the men how essential it is that they should accumulate money, and that it is to our interest just as much as theirs to help them do it."

"Is that a fixed proportion," asked a member, "or do you vary it according to the man and the territory?"

"What we allow a man depends largely on conditions. Naturally we have to allow our more successful men a larger drawing account, but it is our experience that if the drawing account is too large the man will soon develop the habit of confining his efforts to big business and passing up the small orders. This is dangerous, because when a man gets the big-business idea he will sometimes go along for months without a sale. This discourages him. But if he does get big orders occasionally, he would get to be like a lot of periodical solicitors I know who put in about one hour a day in real work. That state of mind will ruin the best salesman living.

A LOWER DRAWING ACCOUNT RECOMMENDED

"Another point about drawing accounts," continued the speaker, "is that most concerns start the men out with too much financial leeway. Our policy is to hold a man down all we possibly can on the first trip. We only allow him enough money to enable him to stop at \$1 and \$1.50 a day hotels, with very little over for a good time. We do this for a purpose. Not only does it test the man, but it makes it possible for us to keep him a few weeks longer. I have a man in mind now who was a failure when his two months' trial period was up. We kept him a little longer and on the tenth week he found himself, and has since developed into one of our best men. I explain to the men when

they start out that the reason we keep the drawing account down is to give them a better chance."

This remark caused a lively discussion as to the best way of starting a man so that the percentage of failures would be just as low as possible. It seemed to be the general opinion that the best sales material are men without any previous experience in that line. One sales manager who was a stickler for averages figured that out of five hundred salesmen thus recruited he had produced fifty successes as compared with only ten where the salesmen were recruited from competing sales organizations. These men, he said, had too much to unlearn.

The bugaboo of the new salesman on the road was held to be the hotel lobby. Here the unsophisticated men listen to the ravings of other salesmen and become imbued with the idea that \$1,000 orders can be taken over the telephone, and learn to become crafty, lazy and boastful. To get around this danger one sales manager sends three or four new men out with an older salesman to a town of 25,000 or over. Quarters are taken at the hotel, and, instead of sitting around the hotel lobby evenings, experience meetings are held in the rooms upstairs. Here the men tell each other about their hard knocks of the day, and the veteran advises them as to how their methods might be improved. This plan, the advocate declared, not only gave the men a running start, but it was quite successful from a sales view-point, as it was a matter of pride with the men to have as many orders as possible to take with them to the meeting.

In discussing this plan one sales manager declared that he was convinced a salesman was made or marred according to the start he was given by his house. All present agreed that the reason nine out of ten men failed in selling was because they didn't have the right perspective on their proposition. An analysis of the methods of any successful specialty salesman will show that he sells a service which will bring about certain results and not a com-

modity. Sales managers should constantly keep at their men to impress them with that fact, and to prevent them from falling into the rut of selling so much art work, paper and labor. When a specialty salesman is allowed to sell his proposition as a commodity he will soon find himself in a web of complications. A salesman who has been taught to sell his proposition properly will never complain of prices, "off" periods and the other bugaboos of the man who is left to shift for himself.


WHAT PROPER TEACHING WILL DO FOR SALESMEN

In this connection T. R. Gerlach, of the Gerlach-Barklow Company, told of an experience he had in a certain Middle Western territory. It appears that all the men who had that territory up to a year ago couldn't sell any calendars after the first of June. "In fact," said Mr. Gerlach, "I had almost come to believe what the men had told me was right: there wasn't any man living who could sell calendars in that territory out of season. But I found a young man who had never sold anything but stoves, and who had nothing to unlearn, and who knew that he didn't know anything about selling calendars. I made him confident that he could sell them if he would follow my idea. He went out and inside of a month he was earning \$125 a week right at the time when the other men were unable to pay traveling expenses. Last year he took 100 per cent more business out of that territory than the man who had been in it three consecutive years before him. Last week we called him into the factory, and his job now is to educate our other 135 salesmen to his methods of making prospects want what we have to sell."

Most of the larger concerns represented at the meeting publish educational house organs for their sales force, and quite a discussion arose over what these house organs should contain. So-called "ginger talks" came in for a triple drubbing. In the estimation of Charles Q. Peterson, of the Advertising Novelty Company, a sales

Cable Address: "Preservator"

Telephone: 1944 Central



ATLAS PRESERVATIVE COMPANY
OF AMERICA, (INC.)
92-97 LIBERTY STREET, NEW YORK

LONDON OFFICE AND WORKS: Whitwell Lane West, Oxford, E. 2.


New York, N.Y., April 9th, 1915.

Railway Age Gazette,
Woolworth Building,
New York, N.Y.

Gentlemen:

Relative to the article that appeared in Printers' Ink of April 8, 1915, "How a Neglected Product Became the Chief Profit Producer", permit us to state that 99% of the trade paper advertising that brought our product to the front was carried in the "Railway Age Gazette."

As a producer of bigger business; as a result getter; as a medium that reaches the buying power of railroads, I cannot speak too highly of your publication.


General Manager.

How a Neglected Product Became the Chief Profit Producer

A Half-hour Try-out of Advertising Revealed a Big Waiting Market

SIX years ago, R. H. Chipman, then general manager of the Atlas Preservative Company of America, was called upon by T. H. Thurston, an old friend, to do anything in the business worth developing. Up to that time none of the company's products—a paint, a boiler compound, and a wood preservative—had been advertised.

the Atlas A product. These companies brought the company's money and opened up the market, which later was so profitably developed by additional advertising and personal solicitation.

"We had 1,400 drums of the wood preservative in our factory when the advertisement was first run," said Mr. Chipman. "We had had it there for some time and decided

ATLAS Marine and Stationary Boiler Preservatives, Anti-corrosive Iron and Steel Preservatives, Paints, Chemical Woods and Grain Killers, Wood Preservatives, Disinfectants, Hides and Skin Preservatives.

Simmons-Boardman Publishing Co.

New York

Chicago

Cleveland

Members Audit Bureau of Circulations.

Direct from the Field

"We use a good many magazines, but this recent trip around the country has impressed me with the growing popularity and influence of The American Magazine. Our salesmen, distributors and other important business people who have a direct interest in getting at the facts about these matters gave me my information."

The man who made that report has no interest in The American Magazine other than as a good advertising medium. He is the Advertising Manager for a big manufacturer who sells nationally.

The **American**
Magazine

381 Fourth Avenue, New York
LEE W. MAXWELL, Adv. Manager

Editions now more than 470,000

manager who undertakes to ginger his men up lowers himself in their eyes. "Don't fool yourself by thinking you can fool your salesmen," was the way Mr. Peterson put it. "Don't write a lot of general 'up-and-at-'em' articles, thinking that anyone is going to take what you have to say seriously. Good salesmen are shrewd judges of motives or they would not be good salesmen, and the wise sales manager will be frank and above board in his dealings with them. He will make it clear to them that he is co-operating with them because in that way they will earn more for both themselves and their house. He will keep his house organ filled with suggestive, helpful matter, and bar the hot-air masterpieces which so many delight in. If he discovers a fault in Jones's work he will not use it as a basis for a scathing denunciation, for what is a flaw in Jones's methods will not fit Smith out in Seattle. When Smith reads it he will only say to himself: 'What's the Old Man shooting off about now,' and laughs at it, just as he would laugh at you were you to tell him the same thing to his face. We never write anything in our publication which we wouldn't say to the face of any salesman in our organization."

ARE SALES CONVENTIONS TOO COSTLY?

As the sales convention is another form of educating salesmen closely related to the house organ, it was also discussed. The consensus of opinion seemed to be that after the first two or three conventions this method of educating commission men was not productive. H. H. Bigelow, of the Brown-Bigelow Company, declared that he had discontinued general sales conventions because the cost was out of proportion to the benefits. "If some manufacturers would only stop to figure," suggested Mr. Bigelow, "that for a convention costing \$6,000 they have to increase sales \$60,000 to break even and \$125,000 to make a profit—I am speaking now of a concern doing business on a 10

per cent profit margin—they would think twice before they called a convention and put that money into more productive advertising channels."

Mr. Bigelow added that they had held eight annual conventions up to the time they were discontinued in favor of the district conventions, which cost less and seem to be more effective. These conventions, he explained, were held simultaneously in the large centers, such as Chicago, Boston, Kansas City, Atlanta and St. Louis, and were attended by all representatives in nearby territories. Two representatives of the factory were sent to instruct the men and manage the convention. This plan, he declared, did away with the unwieldy gathering which used to cripple the factory for a period of a week or more, and made it possible to do better educational work. He also said that his company had found the "Outing Convention" profitable. This is a meeting of the star men, who get a free trip to the summer resort at which the convention will be held as a reward for sales leadership. As a rule the camp is located within forty or fifty miles of the factory, and the men visit the factory before returning to their territories. The success of this idea, however, hinges upon a sales manager's ability to present a new picture to his men every year.

Another point brought out by H. S. McSavaney, of the Elwood Myers Company, who presided at the meeting, was the need of sales managers getting out on the firing-line so as not to become calloused. His contention was that unless the sales manager spends a few weeks of his year out doing salesman's work he cannot properly sympathize with his men, and, consequently, cannot get the best results from them. "A whole lot of sales managers will be surprised to find that they are not half as good salesmen as they think they are," he said, "and that the letters which they are continually receiving from their men about prices being too high and so forth are not matters which can be dis-

missed by telling the man 'you only imagine it.'

Other speakers were Alexander Fitzhugh, of the Kenyon Company; C. A. Sultz, of the Red Wing Company; H. A. Pershing, of the Model Calendar Company; Carrol H. Sudler, of the Ketterlinus Lithographic Company; M. J. Sullivan, of the Sullivan Printing Co.; Thomas C. Underwood, of the Greenduck Company, and Wm. H. Seely, of the Osborne Company.

Representatives Addressed on Solicitation

Harry Tipper, advertising manager of the Texas Company, and Edgar G. Criswell, executive manager of the Quoin Club, were the principal speakers at the luncheon of the Representatives Club in the Hotel McAlpin on Monday, April 12. James Winward, of E. J. Reid and Company, London advertising agents, spoke briefly on conditions in the British capital.

Mr. Tipper told the representatives what he thought about the ordinary methods of solicitations. He declared that 90 per cent. of the matter which he receives by mail tries to sell him on advertising. The fact that he was in the advertising business was sufficient evidence that he was sold on advertising, the speaker declared. He emphasized the importance of editorial policy and intimated that much of the editors' knowledge might be of great value to advertisers in judging the worth of a medium. Real facts about circulation are worth more to advertisers than any amount of arguments in favor of some particular form of publicity, he said.

Magazine co-operation in general and particularly the work done by the Quoin Club was discussed by Mr. Criswell. The speaker impressed upon the representatives that first of all they were advertising men, and then magazine men. Their co-operation was necessary to make advertising a big and better business, he declared. He told them that meetings were important and cited the sales conventions which are held annually by national advertisers. It was his hope, he remarked, to have the representatives of national periodicals hold similar meetings some time in the future.

Detroit Third in Parcel Post Business

Detroit stands third in the parcel post business, according to a statement issued recently by Postmaster-General Burleson. The total number of parcels mailed in the United States in 1914 were 36,330,670, while six months prior the count showed the number mailed to be only 17,648,120. The average weight of these parcels is one pound and five ounces.

The Quoin Club to Advertise Advertising

The Quoin Club, the National periodical association, has planned a series of advertisements to advertise advertising. The first will appear in the May magazines. The seven advertisements now ready will be printed as a series by

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THE ultimate value of a trade-mark, and of the advertising of a trade-mark, depend absolutely upon the merit of the goods which bear the trade-mark. Therefore you may depend upon it that when a manufacturer brands his goods, thereby identifying them, and then advertises their identity, he is going to put merit into them. He knows that if he doesn't, his first sales will be his last. The consumer may buy the first time on advertising, but he buys the next time on satisfaction or not at all. The trade-mark makes it as easy to avoid the unsatisfactory as to purchase the satisfactory. Therefore the presumption of excellence is always in favor of the trade-marked, nationally advertised goods as against the unbranded article of uncertain origin.

The trade-mark of the known, established manufacturer, is for your protection as well as his. In fact it is only because the trade-mark protects you that it is profitable to him.

Trade-marks and national advertising are the two greatest public services in business today. Their whole tendency is to raise qualities and standardize them, while reducing prices and stabilizing them.

CENTURY
MEMBER OF THE QUOIN CLUB
THE NATIONAL PERIODICAL ASSOCIATION

each publication. The entire series, on the other hand, will be printed each month in the various periodicals. The value of trade-marks in securing and maintaining a market will be the general theme.

The various advertisements will be set in one general style of type and border and familiar trade-marks will be featured at the top of the page.

Poor Richard Club Will Entertain President Woodhead

Philadelphia's advantages as a convention city will be emphasized at a gathering of business men in the Hotel Adelphia to-morrow evening. The occasion will be a reception and dinner which the officers and directors of the Poor Richard Club will give in honor of William Woodhead, president of the Associated Advertising Clubs of the World. The entire membership of the Poor Richard Club is expected to be at the dinner, and several hundred members of the Rotary Club.

New Club in Reading, Pa.

At a meeting of the newspaper and department store advertising writers of Reading, Pa., last week, the Reading Ad Club was organized.

Judge

APRIL 17, 1915

Price, 10 Cents



© Judge

HIGH LIFE

Judge is the only periodical in its class which guarantees its circulation to every advertiser, with a refund for any shortage.

Judge's circulation steadily exceeds the guaranteed 112,500 by generous margins. Editions of 150,000 are regularly required to supply the demand for "the happy medium."

Please Note— that on April 15th, 1915

We Offer—

The Associated Sunday Magazine....@ \$3.50 per line
 EVERY WEEK (first issue May 1st) @ 1.50 per line
 Combination rate for both.....@ 4.00 per line
 Combination page rate, \$2,500. Half and quarter
 pages in proportion.

One million, three hundred thousand (1,300,000) combined circulation guaranteed, or rebate pro rata. Rates subject to change any day.

The rate for a quarter page or larger space figures 26c. per line per 100,000.

**2,000,000 our aim and
expected soon**

**Associated
Sunday Magazines &**

EveryWeek
3¢

The first illustrated 3c. weekly in America

Walter P. Wheeler, Advertising Manager,
1 Madison Avenue, New York City.

Guy C. Pierce, Western Advertising Manager
309 Herald Building, Chicago, Ill.

Irving J. French, Eastern Representative,
24 Milk Street, Boston, Mass.

Holding Prestige for a New, Lower-Priced Product

Objectives of Present Campaign of the Olds Motor Works

NOT long ago an article in PRINTERS' INK dealt with the handling of a secondary product in several different phases. In certain respects this spring's advertising of the Oldsmobile has to do with similar problems, but the situation on the whole is somewhat divergent.

The Olds campaign centers around the "Model 42," a touring car listed at \$1,285. The cars of this manufacturer formerly sold at \$3,000 and upwards, and the entry upon a new price field made necessary a modification of advertising to fit the new conditions.

In advertising the lower-priced car one danger to be guarded against, and indeed the obvious one, is the possibility of injuring the prestige of the company.

"Our company was formed in the early eighties," said C. V. McGuire, the advertising manager. "We were the first quantity producers, and the earliest advertisers of American cars. Probably our greatest asset is our prestige, and in our present advertising it is our aim above everything else to maintain this prestige.

"The story we have to tell concerning our Model 42 amounts essentially to this: that we offer a good car at a reasonable price—a story heard or read by the public every day. But in one respect Model 42 is unique; it is an accurate copy of our Big Six, on a reduced scale, and this is the point around which our advertising arguments pivot. Automobile owners know our big cars by reputation, and to say our Model 42 is 'an exact image of our Big Six' excites immediate interest."

THE PROBLEM BEFORE THE ADVERTISER

To turn to good account the reputation of a well-known and high-priced commodity so that it will continue to work to the advantage of a product selling for less than half the price—this would be a highly desirable consummation. In the case of automobiles it is indeed almost an essential of continued success. With the record of past performances, the car takes on a value higher than its price indicates; if this prestige is suffered to lapse, the car seems "cheap," even as compared with others



"Trueborn, pure bred, lower class cars"
"View us first, we found, 'Till we will make a"

Exact Image of the

Big Six Oldsmobile

MODEL 42 is strictly in a class with the finest and highest priced cars on the market. It is fastidiously copied after our Big Six, but is lighter in weight, with five passenger body and four cylinder motor. The price is a revelation—\$1,285 f. o. b. Lansing, Mich.

It does its work at small cost. With a 30 h. p. valve-in-head type four cylinder motor and a total weight under 2500 pounds it averages 18 to 24 miles to a gallon of fuel, uses little oil and is extremely easy on tires.

The complete illustrated story of this remarkable car sent on request. Please specify booklet 103 and state whether you are a dealer or consumer.

Established 1896 Incorporated 1904
OLDS MOTOR WORKS
LANSING • MICHIGAN

Oldsmobile

TYPICAL OF THE SPRING COPY

selling at about the same figure.

This briefly represents the alternatives that confronted the Olds advertising management. Considering the "Model 42" as a secondary product, the problem was to cash in on the record of the primary product and—beyond this—create of the new product a top-liner.

Mr. McGuire tells how the situation was met:

"We concentrate our copy on the original feature of Model 42 being an exact image of our Big Six, since we find that it is the new, the striking, the unique things about any product that have the greatest tendency to stimulate buying interest. People are willing to go to the far ends of the earth for something new when they would refuse to go 100 yards for something old.

"Our reputation has been built up around expensive cars and, if handled improperly, quoting the low price would have a very injurious effect on our business, although undoubtedly it would create sales for the time being. This hazard has been effectively overcome by quoting the price only in small type in the body of our advertisements.

"Our drawings are in contrast to those used by some other advertisers of high-grade machines, who ordinarily exhibit their cars on dress parade, while ours are shown in motion, performing, doing an honest day's work. By this means we suggest to the readers that Model 42 performs like our big car as well as looks like it, and try to remove any impression that its only resemblance to the Big Six is its appearance."

In the present series of advertisements the action pictures were painted by William Harnden Foster, the artist who painted the picture of an Oldsmobile racing with a locomotive. The same picture, brought up to date by the insertion of the new car in the place of the model originally shown, was used as the first illustration in the spring magazine campaign. In order to give a further touch of human interest to the advertising, conversational

inscriptions were used under the illustrations.

"Our copy is a direct, every-day appeal to the buyer's common sense," said Mr. McGuire. "It is intended to tell the facts simply and plainly. The trade paper advertisement headed 'Exact Image of the Big Six Oldsmobile' is typical of the series. The illustration suggests power and ability to meet trying requirements. The inscription concluding with the declaration '*This car will make it*' drives home the story the drawing conveys. The caption 'Exact Image of the Big Six Oldsmobile' bears down upon the unique feature of the car, its resemblance to the big Olds. While strong statements are made in the body of the advertisement, we believe they are fully substantiated in the car. Over-statements are avoided in our advertising.

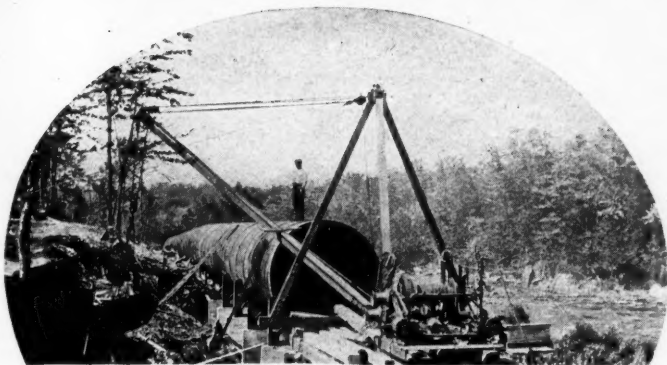
"Finally the age and stability of the concern are emphasized in the words at the close of the advertisement, 'Established 1880, Incorporated 1899.'"

New Use for Wood Fibre

The American Sugar Refining Company, Francis H. Leggett & Co., and Stephen F. Whitman & Sons, Inc., are receiving free publicity in the magazine copy of the American Mono Service Company, of Newark, N. J., as users of "Kleen Kup," a patented container made of spruce wood fiber, coated with paraffin. The magazine copy calls attention to the fact that preserving time will soon be here and the women are urged to use Kleen Kups this year instead of glasses, jars and crocks in putting up jams, jellies, etc. They are also urged to buy the products of the packers named who use Kleen Kups, as they insure cleanliness and unimpaired flavor. Five marmalade recipes are offered free with an order for a sample dozen Kleen Kups giving dealer's name.

To Increase Refrigerator Purchases

The Herrick Refrigerator Company, of Waterloo, Iowa, is advertising to give away pure food containers, butter boxes and horseradish jars, to women who will send in the names and addresses of from one to five people who need or expect to buy a new refrigerator. For each Herrick refrigerator sold by the dealer to a person named in the list the sender will receive free any combination of two of the articles mentioned.



To Sell Waterworks Equipment

A special opportunity to center attention on your products arrives with the Annual Convention of American Waterworks Association and the

Annual Waterworks Number of the Engineering Record The Issue of May 8

Engineering Record dominates the waterworks field. It reaches more important waterworks engineers, superintendents, contractors and municipal engineers than any other publication.

Some of the most important manufacturers of waterworks equipment have concentrated their advertising in the Engineering Record.

Some of the most successful advertising campaigns in the En-

gineering Record have been in the waterworks field.

For authoritative, useful articles as well as for advertising volume and advertising results, the Engineering Record has established its supremacy beyond all question.

The May 8th Issue will go to every influential waterworks engineer, contractor and superintendent in the United States.

Use this important issue for a special advertisement. We'll write your copy if you wish—no additional charge.

Circular giving details is ready for you now. Write!

McGraw Publishing Co., Inc., 239 W. 39th St., New York

Electric Railway Journal Electrical World Engineering Record Metallurgical & Chemical Engineering

Members Audit Bureau of Circulations

"Net" means NET
with at least one
Brooklyn paper.

THE STANDARD UNION

BROOKLYN, N. Y.

WILLIAM BERRI

FRIDAY EVENING, APRIL 2, 1915.

STATEMENT OF THE OWNERSHIP,
MANAGEMENT, CIRCULATION, ETC.,
OF THE STANDARD UNION, PUB-
LISHED DAILY AT BROOKLYN, N.
Y. REQUIRED BY THE ACT OF
AUGUST 24, 1912.

Editor—J. A. Halton.

Managing Editor—Theodore Bosshard.

Business Manager—H. L. Bridgman.

Publisher—Brooklyn Union Publishing
Company.

Owners—(Stockholders holding 1 per
cent. or more of total amount of stock)—
William Berri, Standard Union Office.

Known bondholders, mortgagees, and
other security holders, holding 1 per cent.
or more of total amount of bonds, mort-
gages or other securities—William Berri,
Standard Union Office.

Average number of copies of each issue
of this publication sold or distributed,
through the mails or otherwise, to paid
subscribers during the six months preced-
ing the date of this statement, Oct. 1st,
1914, to April 1st, 1915, Daily, 61,390 NET
Sundays, 65,551 NET.

H. L. BRIDGMAN,
Business Manager.

Sworn to and subscribed before me this
1st day of April, 1915.

J. E. BEACH,
Notary Public.

Daily - 61,390 net
Sunday - 65,551 net

"Quantity" is thus proved. And about
"Quality"? Well, Mr. John Wanamaker
has renewed his contract with the Standard
Union for another five year term.

Advertising the Product Which Can't Be Standardized

The Reasons Back of a Copy Style which Every Expert Thinks He Can Improve Upon

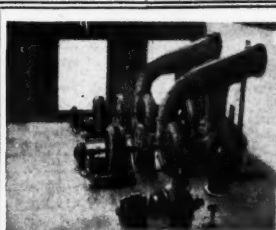
IT is one thing to advertise and sell a standardized product which is marketed through the regular channels of trade, and quite another thing to advertise the goods which are built to order to fit the individual requirements of each separate purchaser, and where no two sales are handled precisely alike. The advertising manager for the standard goods can safely generalize, because the goods are all alike in the first place, and they all follow the same jobber-dealer route to the consumer. Furthermore, the reasons for wanting the goods are practically the same in the case of each buyer of them, so that the arguments and appeals can be to a certain extent standardized also. The advertising department can deal with consumers *as a class*, and can handle jobbers and dealers in the same way.

With the built-to-order product, however, the conditions are entirely different; just how different can best be shown by a description of a concrete campaign. In fact, the variance is so great that when PRINTERS' INK first asked J. W. Swaren, of the Pelton Water Wheel Company, San Francisco, for an outline of the company's sales policy, he replied as follows:

"In the first place, we doubt very much whether there is a story in our sales and advertising methods, for the reason that our work in both advertising and sales, goes absolutely contrary to all the rules and by-laws laid down in the various business magazines. Furthermore, every advertising salesman, from the programme worker to the service man of the best technical publications, who visits us or writes us suggestive letters, can find more fault and show us positively where we have gone so far astray in advertising methods, that most serious danger is impending."

In spite of that fact the Pelton Water Wheel Company, as Mr. Swaren points out, is the largest exclusive manufacturer of water wheels in the world, and it still continues to use advertising copy which is "dry as dust" for a very definite purpose, as will appear in due course. There are certain specific things which the advertising is meant to accomplish, and a whole lot of other things which it is meant *not* to accomplish. The emphasis is necessarily placed upon the latter group.

Most advertising copy is writ-



The power house interior of a well known mine in the middle West. Pelton-Francis Turbines have set a world standard of efficiency and service here. Recently this installation has been connected with one of the large electric net works of the country its marked operating success while running as a mining plant has led to its selection as the governing plant for the entire system. If you are interested, we shall be glad to send full description.

The Pelton Water Wheel Company

89 West St.
New York, N. Y.

220 Harrison St.
San Francisco, Cal.

COPY DESIGNED PURPOSELY TO BE WITHOUT INTEREST TO THE NON-PROSPECT

ten with an eye to the group of individuals who can use the product, and the rest of mankind can conveniently be ignored. The Pelton company, however, is obliged to write its copy with the latter group in mind—its copy must be so uninteresting to the man who cannot use water power that he will not come forward with a useless inquiry. The ad-

vertising cannot be placed in mediums which reach only possible users of water wheels, because there aren't any such mediums. The exclusion of unprofitable prospects must be done largely by the copy itself.

A WORLD-WIDE SALES ANALYSIS

As a matter of fact, the market for water wheels is a sort of paradox. It is limitless, geographically speaking, since Pelton wheels have been sold in every country on the globe. It is also practically limitless as regards the lines of business in which water wheels are used to supply power. But on the other hand, the market is very strictly limited by the topographical characteristics of the locality where the power is wanted. In other words, the sale of the company's goods depends upon the existence of an adequate water supply. Even the industrial conditions of a locality are subordinate to that. So important is this topographical limitation, that the company has made a survey of the entire globe, including data concerning the rainfall, water-sheds, run-off, etc., of every locality where power is used for any purpose. This survey automatically eliminates many districts from consideration as possible markets.

The process of elimination is carried still further, however. The survey shows, in addition to the topographical conditions, the density of population, the lines of business carried on, the cost of fuel, and the mental attitude of the people in any given district. This information is kept continually up-to-date through the observation of the company's own representatives, from reports by resident engineers, and from data supplied by the United States Consuls. The company has secured very valuable co-operation from the consular service, largely due to the fact that it asks specific questions, and does not expect the consul to generalize. Mr. Swaren states that he has heard a good many complaints with regard to manufacturers' inability to secure information from consuls, but he

thinks that, in almost every case, the fault lies with the manufacturer and not with the consul.

The importance of the data contained in this survey of the company's world-wide field, can hardly be overestimated. The expense and effort necessary to make a sale is extremely great. It is not a question of taking an order for a piece of standard equipment, which can be boxed up and turned over to a transportation company for shipment. It is a case, first of all, for precise investigation of all the conditions which will govern the operation of the product in the particular environment, on the results of which specifications are based. That takes time and money—and expenditure which is quite useless unless there is a reasonable chance that a sale will result. Knowledge of the conditions in advance will often prevent waste of this kind.

WHY "GENERAL PUBLICITY" IS WASTEFUL

As an illustration of the necessity for complete and accurate knowledge the company must have regarding operating conditions, Mr. Swaren cites the case of an installation which was made in the province of Tucuman, Argentina.

"A very excellent hydro-electric system was installed," he says. "The physical conditions were excellent; the mental attitude of the population was correct, but the man who made the final analysis as to whether or not the money should be invested overlooked one fundamental fact, which is that were his power utilized, it would result in what is now a useful product of the sugar factories, becoming a product that would require additional expense for its disposal. Financial failure is fast closing in on this proposition, and while there are other physical possibilities in that territory, the mental attitude will soon be so changed that it can scarce be said to be a profitable market."

From the foregoing it is evident that general publicity, in the commonly accepted sense, would rep-



© Underwood & Underwood

This is one of the historic photographs of the world's greatest war.

It was one of fifty news pictures in a single current issue (April 1) of Leslie's.

As it appeared in Leslie's every detail was brought out sharply and clearly. Leslie's readers saw for themselves how the most powerful battle fleet ever assembled looked as it steamed to the attack of the Turkish forts at the Dardanelles. They got more from a glance at this picture than pages of words could give them.

Five—ten—twenty years from today the files of Leslie's will be priceless.

But today is what you are interested in. And today editions of 415,000 are required to supply the demand for the one great national illustrated weekly newspaper of America.

Leslie's news and pictorial service "covers" not only the war, but the world. At home or abroad—wherever news is happening—there the unparalleled service of this great weekly is recording and picturing that news for the people of the United States.

The reading interest of these subscribers is obvious.

So is their purchasing power; 13,334 of our new subscribers in the last ten weeks are of enough wealth and standing to have a Dun's or Bradstreet's rating, or to be officers of corporations so rated. That's only part of the circulation; but it's typical of the kind of people you reach through

Leslie's

Illustrated Weekly Newspaper

Boston New York Chicago

LUTHER D. FERNALD, ADVERTISING MANAGER



If You Want Figures

and definite data on how and where Universal Moving Picture Tickets can best be applied to your business we can furnish them.

Our department of research, newly organized, is at the disposal of all manufacturers who want concrete information.

Have you a product you'd like to hitch to the movies? We'll show you how. Write today.

Robyn-Kander Movie Ticket Corporation
30 East 42nd Street
New York, N. Y.

A Redeeming Station 'Round the Corner—Anywhere

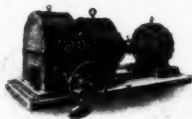
resent tremendous waste. But on the other hand, the company does not want the trouble and expense of handling a lot of miscellaneous inquiries. A superficial observer might conclude that the proposition is one which could not be profitably advertised at all. But the facts are very much against such a conclusion, for by running copy which discourages the shopper and the curiosity seeker, and attracts the man of large affairs, the company has been able to reduce the *number* of inquiries and grade up the *quality* of inquiries. It has been able to use the engineering publications to keep its name in the minds of technical men as practically synonymous with hydraulic power systems. The chief object of the copy is to reflect an atmosphere of stability.

Mr. Swaren quite rightly observes that it is one thing to make an analysis of the market, and another thing to act in accordance with what that analysis shows. Theories of copy, follow-up, etc., which are perfectly sound when applied to the standardized product, or to the product which is sold to a single group or class of buyers, are utterly unreliable when neither of those conditions apply.

The company employs no salesmen, but has a corps of "sales engineers" who are sent wherever their services are required. These men are engineers first, and salesmen only in the secondary sense that they are able to explain concisely the requirements for a given installation. Equipment of this sort is sold on a guarantee

that a certain normal amount of power will be delivered, and the price varies according to the way the guarantee is fulfilled. If the power exceeds that named in the guarantee, a bonus is paid, and *vice versa*. So the company's representatives must be experts in hydraulic engineering, first and foremost.

"Anyone who has a flowing stream under his control," says Mr. Swaren, "is a possible buyer of Pelton wheels, and salesmen may in the morning be explaining to an owner of a mountain ranch how he can bring the comfort of electric lights to his home, and in the afternoon be called in consultation with a board of directors which is considering the spending of several million dollars in bringing the power of flowing waters to a city a dozen score miles away. Pelton wheels are driving every conceivable apparatus, from a rubber washer near the source of the Amazon, to a moving-picture machine in the Hawaiian Islands; from a sawmill in Oregon, to an electric generator that pulls the street-cars of Sao Paulo."



Water Wheel Flexibility

The art of water wheel design has reached the stage where any reasonable demand for flexibility of speed or power can be met without undue sacrifice of efficiency.

If you have a problem involving unusual power characteristics, let our engineers investigate the possibility of employing Pelton drive.

Where results and satisfactory service rather than first cost, is the criterion of purchase, Pelton drive will prove the logical choice in many cases. Let us demonstrate the possibilities of our recent developments.

The Pelton Water Wheel Co.

90 WEST ST., NEW YORK, N. Y.
2314 HARRISON STREET, SAN FRANCISCO

"DRY AS DUST"—WITH A PURPOSE

CO-OPERATION WITH
OTHER MANUFACTURERS

Usually, almost invariably, in fact, the Pelton representative acts in co-operation with the salesmen of other manufacturers, since it is seldom that a water wheel is sold except in connection with the sale of some other machinery which the wheel is to drive. Thus it comes about that nearly every machinery manufacturer in the country is, at some time or other, in a position to in-

fluence the sale of a water wheel. One of the most important branches of the company's sales promotion work consists in keeping these other manufacturers posted as to the opportunities for water-power development. It is often the case that a manufacturer of electrical generators, cotton gins, or other machinery, acts directly as a sales agent for Pelton equipment, buying it direct and turning it over to his customer at a merchandising profit. The company frequently furnishes electros of its equipment which are run in machinery manufacturers' catalogues.

Necessarily the company's sales letters are personal and individual. There is no "routine" which the sales work can follow, since no two installations are exactly alike. A casual request for information may result in a \$30 order, or a \$200,000 installation.

"The next letter I will write," said Mr. Swaren, "will be to a man of whom no one in the office has ever heard, but he is apparently a local engineer in a small town up in Montana. He wants to know how he can use a little water-power to put electric lights in a farm house in a remote portion of Montana. He knows from the experience of some friend, that he will get accurate information from us.

"Then I will write to a man in London who controls a large area of rubber forest at the headwaters of the Amazon. He proposes spending several million pounds in developing and making more profitable his rubber holdings."

Mention has already been made, in *The Little Schoolmaster's Classroom*, of a model water wheel with glass sides which is sold at a nominal price to technical schools. This is the only part of the company's sales promotion work which may be said to be standardized. The rest of it is like the product itself—built to order to fit each individual case.

To return for a moment to the problem of the technical paper copy, Mr. Swaren says he is fre-

quently urged to run "reason why" copy with a punch in it. This is his answer:

"The man whom we can best serve is the broad-gauged man who thinks for himself, and not the man who needs to have his reasons laid out for him by rule. When you take into consideration that a large portion of our business comes from a class of men who are accustomed to big things, the so-called 'reason why' copy may be puerile. If a man is capable of thinking in the manner these men do, he will not write copy. He will be doing the same things they do. Experience has shown most decidedly that the advertisements that have been referred to by our prospects or torn out and mailed in attached to the letter-heads of some of the big-gests financiers of the world, invariably are copy rich in the suggestion of stability, and never any of the feeble attempts to prove that Pelton equipment is the best equipment in the world."

Death of James S. Bell

James S. Bell, president of the Washburn-Crosby Company, millers, of Minneapolis, died last week, aged 67. He was born in Philadelphia, and started as a clerk for a firm in that city later becoming a partner in Samuel Bell & Sons, with whom he remained until 1888, when he became a partner in the firm of Washburn, Martin & Co. The year after he became president of the Washburn-Crosby Company. Mr. Bell was also president of the Royal Milling Company, and vice-president of the Barnum Grain Company, the St. Anthony and Dakota Elevator Company, the St. Anthony Elevator Company, and the Minneapolis Trust Company. He was a member of the Union League Club of Philadelphia, the Chicago Club, and the Minneapolis Club.

New Agency in New York

Carney & Kerr, Inc., is the name of an advertising agency recently formed in New York. The members of the agency are Edward M. Carney, Frederic M. Kerr and James H. Reynolds. Mr. Carney was formerly with *Collier's Weekly* and advertising manager of the United States Worsted Company, and Mr. Kerr was of Kerr & Co., Bankers.

M. O. Blackmore, formerly advertising manager of the *Inland Printer*, and A. E. Katz, until recently with the *Inland Stationer*, have opened an office in Chicago and will represent several trade publications.

TODAY'S now has
65.2% of its circula-
tion in towns of
5,000 and less

This is the result of
TODAY'S peculiarly
high standard circula-
tion methods concen-
trated on small com-
munities.

Send for our new dis-
tribution statement

TODAY'S MAGAZINE
For Women

461 FOURTH AVE., NEW YORK, N. Y.

“Excelsior”

THE average net paid daily and Sunday circulation of The New York Times for the six months ended April 1st, 1915, was 298,248—an increase for the six-month period of 38,575. This is the greatest increase for the last six months in average daily and Sunday circulation reported to the Post Office Department by any newspaper in the United States. It exceeds the total combined gains of the thirteen other morning and afternoon newspapers in New York City.

COMPARATIVE STATEMENT of the Daily and Sunday circulation of

The New York Times

Six Months' Averages

	1912. Oct. 1.	1913. Apr. 1.	1913. Oct. 1.	1914. Apr. 1.	1914. Oct. 1.	1915. Apr. 1.
U. S. Government Reports	209,751	228,534	230,360	246,118	259,673	298,248

Daily Circulation

	1912. Oct. 1.	1913. Apr. 1.	1913. Oct. 1.	1914. Apr. 1.	1914. Oct. 1.	1915. Apr. 1.
General Distribution—						
City Dealers.....	164,498	188,451	183,018	198,206	202,260	214,933
Country Dealers. 44,435		40,853	48,091	45,570	63,564	61,697
Mail List.....	15,021	14,256	16,308	14,746	22,475	22,819
Total Advance						
Orders	223,954	243,560	247,417	258,522	288,299	299,449
Counter Sales, etc. 1,947		1,678	2,385	2,746	3,066	3,637
Advertising Mail						
List and Exchanges	459	366	452	518	557	506
Service Copies....	240	250	250	250	466	416
Total Net						
Circulation ...	226,600	245,854	250,504	262,036	292,383	304,008

High Spots in the Exhibits at San Francisco Exposition

What the Big Exhibitors Are Doing, With Special Stress Upon the Displays of the Well-Known National Advertisers

By Louis Honig

Of the Honig Advertising Company, San Francisco

ACCORDING to the official tabulations of the department of exhibits at the Panama-Pacific International Exposition there are approximately 2,000 individual exhibits which in their totality represent the handicraft, machinecraft and naturecraft of some 50,000 exhibitors. The purpose of this article is to note the high spots in the exhibit phase of the exposition, to select from among the mass those exhibits which possess an outstanding quality on account of their character, purpose and method of operation.

Even a cursory tour of the eleven great exhibit palaces impresses the idea that the large national advertisers represented have expended large sums of money in the elaboration of their exhibits and that they have installed equally elaborate schemes of maintenance in order to get full advertising value in return. Just what the total amount spent by all the exhibitors is will never be known. The figures run up into many millions, a readily comprehended fact when a single exhibitor like the Westinghouse company has expended \$150,000 alone for its great show in the transportation building.

LESSONS TO BE LEARNED

Among the patent, categorical lessons derivable from a visit to the exhibit palaces are the following:

1. That mere motion in an exhibit is not in itself any longer an attraction *per se*. That the motion must mean something—have a production end in view.

2. That the mere display of goods without a featural idea lacks utterly in attraction value, no matter how inherently interesting the goods themselves may be.

3. That the public is genuinely

interested in the things that concern our daily living or occupations and is willing to give time and attention to an educational exposition of the subject.

4. That if moving picture shows, miniature models and relief maps are to occupy important places in the exhibits of the future they must fit into a well-thought-out, logical scheme of education.

These are not mere opinions. They are deductions based on a careful investigation of the attitude of the visitors to the exhibits, not on any one day, but on a succession of days. The world is changing all the time, but it takes a decade or a cycle to crystallize the changes. Here at the Panama-Pacific International Exposition we have the recorded evolutions as manifested in the new exhibit methods and ideas. They show as many advances as advertising in its broad generality does.

The most popular exhibit palace at the big exposition is the Palace of Food Products, wherein you will find many familiar magazine, newspaper and billboard faces and trade-marks. And in this palace the most sensational exhibit is that of the Sperry Flour Company of California, a concern that has eleven flour and cereal mills distributed in California, Oregon and Washington. The exhibit is a temple-like construction four stories in height containing a complete flour and cereal mill which is operated eight hours a day and with a capacity that compares favorably with any small-sized complete mill. Every process from the selection of the wheat for quality and quantity of gluten, laboratory tests, the various siftings that the flour must undergo until it is ready for pack-

ing are all accomplished in regular miller fashion. On the ground floor is a series of partitioned booths where are baked the cereal and bread foods of all nations. These booths are equipped with all the appurtenances of a model kitchen and presided over by men and women dressed in national costumes. Here a Russian woman makes Russian bread; a Chinese woman the cereal food native to China; a Hindu woman the bread of the East Indians; a Polish woman bakes matzos; a mammy bakes the famous corn pone and cakes of the South. The various breads, cakes, pancakes and cookies that are baked in the face of the multitude are then distributed as samples. This exhibit will cost the Sperry Flour Company all of \$100,000 for installation and maintenance.

The "57 Varieties" are attractively housed in a conically shaped exhibit building with layers of the 57 canned varieties from base to top. A flash electric light on a numeral indicator starts at No. 1 and moves upward throughout the fifty-seven layers. As an adjunct to this attraction-getter is a moving-picture theatre which shows the process of manufacture, the Heinz factories and the natural products. Demonstration is carried on by a corps of demonstrators. Orders are taken at the booth and supplied through the dealer of the prospect.

The trade-marked maid of Baker cocoa fame is quite in evidence in the flesh in the Walter Baker Company's exhibit, which exteriorly is a two-story building elaborately fitted with inviting rest-rooms at which you may sit down to a cup of cocoa at five cents per cup. The ladies who serve the beverage are all garbed in the manner of the trade-mark.

The Quaker Oats Company relies upon movement as the central feature of its exhibit. At stated periods puffed rice and wheat are "shot from guns" in plain view of the visitors and then the finished product is packed by machine, just as the food is prepared and handled in the factory. It is a most attractive ex-

ample of actual production and draws large crowds continuously.

Lipton's Tea is demonstrated and dispensed in a tea garden where visitors may spread their lunch and partake of the refined Lipton brew. Jell-O, Borden's Condensed Milk, Libby's multifarious products, Booth's Sardines are all shown in large individual exhibits. Clicquot Club Ginger Ale is given a most enticing setting—a clubhouse with a lawn in front, on which are placed tables for the serving of the beverage in true club style.

EXHIBITS IN SPECIAL BUILDINGS

A few of the exhibitors whose products come under the broad classification of foods have their main exhibits outside the food products palace. The Pacific Coast Condensed Milk Company, manufacturers of Carnation Milk, has a building of its own located between the Palace of Fine Arts and the foreign government buildings. They have an actual condensing plant in operation and a herd of "contented cows" on the grounds giving the milk that is evaporated and canned on the spot. The visitor after registering goes to the rail of a large platform and looks down upon the evaporating machinery much in the same manner as you see newspapers printed in the pressrooms of a show newspaper press. Lectures tell the story. This exhibit, it is said, will cost the Pacific Coast Condensing Company a quarter of a million dollars before the exposition closes.

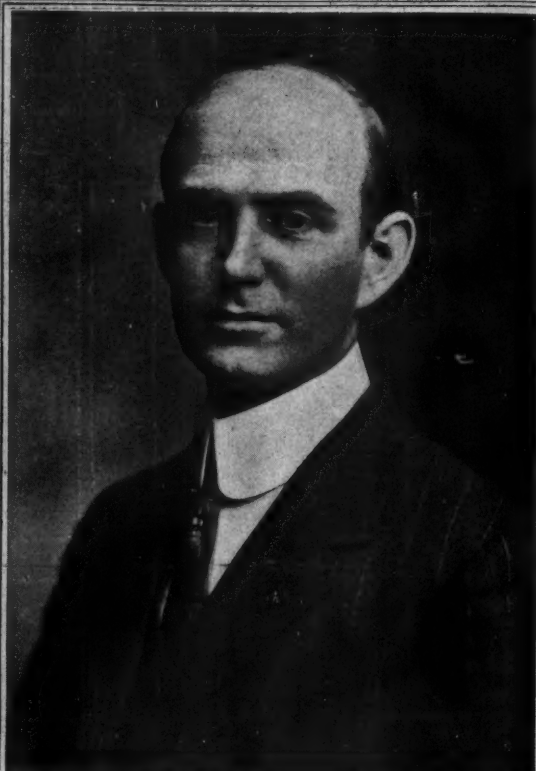
Welch's Grape Juice also parades under the dignity and exclusiveness of a home. It is dispensed in a Welch Grape Juice bower at the head of the "Zone" in the concessionaires' realm. The demonstration is the actual sale of the juice at so much per glass.

Many manufacturers of food products are represented in the Westfield Board of Health's collective exhibit in the food products building, the most notable of them being Lowney, of chocolate fame. The Westfield certification is the basis of this collective representation, booths being assigned



"I DON'T READ MANY MAGAZINES
BUT I DO READ SYSTEM, THE
MAGAZINE OF BUSINESS, THOR-
OUGHLY. I FIND IT OF ASSISTANCE
TO US IN OUR BUSINESS."

Francis Lawman



BUILDERS *of* AMERICAN BUSINESS

FRANCIS J. YAWMAN
SECRETARY OF THE
YAWMAN AND ERBE MANUFACTURING COMPANY

NUMBER XXIV in the series of portraits of readers of SYSTEM

to the different individual exhibitors who exhibit in space allotted at so much per foot and paid to the originator of the "Westfield Exhibit."

There are other noteworthy examples of the collective idea in exhibits. The viticultural interest of California collected a fund and erected a most attractive grape-embowered pavilion in the Food Products building. The space for the individual exhibits in this pavilion has been cleverly arranged and all the larger wine interests of the State are represented. But this is only a minor part of the show. A moving-picture theatre and a roof café are the essentials which captivate the visitor. The "movie" is a graphic reproduction of the wine industry in California. As the reels are run a lecturer tells the story. Each reel is run off according to schedule published in show-bill fashion outside the entrance to the theatre. The roof café is where the "sampling" is done. To dispense the fine wines of California to all who pass would call for police protection, so a novel scheme was invented. Each of the individual wine firms participating issues invitations to its friends and these invitations entitle the holders to a bottle of wine served in the roof café. Upon presentation of the invitation a list of the particular wines produced by the individual company whose courtesy is responsible for the visit is handed to you and you are asked to make a selection. You are then served with that company's wine. In this way the individual firm is taxed according to the invitations it issues. When the invitation is presented a card is filled out by the attendant, this card showing the name and address of the party presenting it. The individual firm that issued the invitation gets a record the following day. As many invitations are sent out to the trade by this means, the manufacturers are apprised of the presence of buyers or representatives in town.

The Collective Gas Exhibit in the Palace of Manufactures and the combined exhibit of the city

of Waltham are other instances of groupings, but in none of these have such an elaborated scheme of education and demonstration been attempted.

SHOW PROCESS OF MAKING

Manufacturing processes carried out on a large scale are successfully attempted by several exhibitors, the notables among whom are the Waltham Watch Company, makers of the well-known timepiece; Levi Strauss and Company, manufacturers of Koveralls, and the Ford Motor Company. Waltham watches are made in a manner disclosing all the mechanical subtleties usual to the production and adjustment of such delicate instruments. Koveralls, an article which PRINTERS' INK has had occasion to comment upon in connection with the distribution campaign undertaken by the Levi Strauss Company, the originators, are made in large quantities every day in the Palace of Manufactures. This is a protective garment for children in their play. The exhibit calls for the employment of thirty men and women. The garments are cut, sewed and finished, piled according to sizes and become a part of the regular stock to be sold by the manufacturers. The booth draws great crowds constantly and the minutest interest is given to the various stages in the making of the goods. While the cost of operation of this exhibit is large it is productive labor and the possibilities are that the profits on the goods made will reduce in great measure the cost of maintenance of this exhibit.

As usual Henry Ford comes to the forefront and carries off the palm in action shows. Surrounded as his exhibit is with the highest class of motor vehicles, the Ford exhibit gets the crowd, and, what is more, holds it. Every half hour of the day a new Ford car is born in the Palace of Transportation and the public sees the whole process of travail. A real car is assembled before your eyes in the same way as in the great Ford assembling factories. When finished it is rolled

out of the Transportation Building and when a sufficient number are collected they are loaded on barges that come up to the Marina of the exposition to become an integral part of the vast Ford output. Here again is an instance of advertising with a comparative reduction in saving.

In the Horticultural Palace the National Cannery Association has installed a model cannery showing in actual process the method of selecting, handling, cleaning and canning of fruits and vegetables. The lye-peeling process is employed and described and as this has been something of contention between the two great California packers, the California Fruit Cannery Association and Hunt Brothers, both of whom have attractive exhibits in the same building, more than a passing interest attaches to the demonstrations of the National Cannery Association. The laboratory work of the National Association is reproduced in actuality and the entire exhibit is most attractive in detail and generality.

GENERAL ELECTRIC SHOWS A COMPLETE HOME

Of the sensationally treated exhibits the most striking is that of the General Electric Company which has specialized on home electrical equipment. This company's exhibit is a complete home, located in the Palace of Manufactures. It is an eight-room bungalow, the exterior walls being in plaster, the roof of red tile. A garage adjoins the house and in it is an electric car with all the modern garage electrical equipment. The home consists of a living-room, dining-room, conservatory, pantry, kitchen, laundry, bedroom and nursery—all ideally furnished. If there is anything "My Lady" or her husband, her children, or her maidservant or her manservant can possibly use for creature comforts and living that isn't in that house the public has not yet been told about it. Every electric contrivance—even to the massage vibrator—has its fitting place. New lighting for shaving glasses, new heating

schemes for the nursery, electric washing machines, water heaters and so on ad infinitum are demonstrated in actual use.

The General Electric's model 1915 home is an "open house" and no home in the country entertains so many guests. There are both men and women attendants to explain every appliance or piece of equipment. The visitors move from room to room, taking away with them many desires that are going to be satisfied with G. E. service equipment in the future. The company is preparing a general book on the Model Electric Home for general distribution. The exhibit is one of the costly "free" shows in the exposition, but on account of its unusual character large results should be obtained.

The Victor Talking Machine Company's exhibit is an artistic triumph. It is a miniature temple of glass, marble and simulated marble, in the form of a small theatre. The stage is richly hung with tapestry curtains, the floor covered with the finest Turkish rugs. Here one may come and listen by the hour to the record reproduction of the Victor staff of stars. The plate glass walls prevent the sound from leaking to the outside and the passer-by, while he sees the occupants inside the theatre, hears not a sound. One of the oddities in talking-machine row in the Palace of Liberal Arts is that the demonstrations are in sound-proof buildings.

The Simmons Hardware Company has done wonderful stunts with its hardware productions. Everything in the exhibit moves. The big idea is a stage with a theatrical scene made up entirely of tools and saws and knives and augers and bits. Water is reproduced by revolving augers. It is the freak show of the exposition and gets a gaping spectatorship from morning till night. Keen Kutter knives and scissors open and shut automatically without the aid of man or machine. Seemingly, it's a whirl of movement—as unique an exhibit as there is on the grounds.

The National Cash Register

Audit Bureau of
Circulations

Lybrand,
Ross Bros. &
Montgomery
C. P. A.

Approved by the
Association of National
Advertisers, Inc.

The MUNSEY Magazines

DETAILED circulation figures of MUNSEY'S MAGAZINE will be furnished by the Audit Bureau of Circulations.

Similar information about the ARGOSY, RAILROAD MAN'S MAGAZINE and ALL-STORY WEEKLY will be supplied by Messrs. Lybrand, Ross Bros. & Montgomery, certified public accountants approved by the Association of National Advertisers, Incorporated.

These certified public accountants' reports will be sent to advertisers and advertising agents upon request.

The Frank A. Munsey Company desires to furnish the fullest possible information regarding the quantity, character, location and methods of obtaining the circulation of the Munsey Publications.

For any special data, address

THE FRANK A. MUNSEY COMPANY

Member Quoin Club

175 Fifth Avenue
New York

208 S. LaSalle St.
Chicago

"A chain is no stronger
than its weakest
link."

The
Chicago
Tribune

The
Cincinnati
Enquirer

The
St. Louis
Globe-
Democrat

Not a weak link

The Nat
SUNDAY
SEMI-MONTHLY

The
Pittsburgh
Dispatch

The
Buffalo
Express

Pioneer Press
Dispatch
St. Paul

First in
Quality
Concentration
Dealer Influence
Consumer Demand
Traceable Results
Editorial Values
Economy
Length of Life

2,072,025 net average circulation presented
exclusively to the readers of
"America's Greatest Daily Papers"

The
Chicago
Tribune

The North
American
Philadelphia

The
Boston
Globe

Link in this chain

National
DAY MAGAZINE
MONTHLY MAGAZINE SECTION

The
Cleveland
Plain Dealer

The
Los Angeles
Times

Pioneer Press
Dispatch
St. Paul

The
Washington
Post

*Unprecedented results
have been shown:*

Sunkist Oranges
California Associated Raisin Company
Durham Duplex Razor Company
Pompeian Manufacturing Company
Temco Shock Absorber
Hydraulic-Press Brick Company
North American Construction Company
Conard & Jones (roses)
Ostermoor & Company

Customers First

IT has been said that the average Advertising Agency expends 80% of its energy, ingenuity and time in *solicitation*—and the remaining 20% in *service*.

We reverse this situation.

There are ten months in the year during which practically all our time is given to serving our *present customers*. During the other two months the pressure of service is not so heavy and we have an opportunity of going out for new business.

These two months are approaching, and during this time we would like to get in touch with a few high-class advertisers who appreciate *real service delivered*—not conversationally, but *actually*.

Each of our accounts is managed by a *member of the firm* and *all members* act in an advisory capacity. Nothing save *detail* is ever delegated to an employee.

As a result of this Personal-Service-Customer-First Policy we have engineered a considerable number of sound advertising successes which we believe are of interest to every advertiser wishing to better his agency connection.

We are permitted by our clients to give you this information in concrete form if you desire it.

We solicit a personal interview in your office or ours.

YOUNG, HENRI & HURST

Incorporated

Merchandising
Advertising



Gas Building
Chicago

and the Burroughs Adding Machine Companies are well represented in large attractive exhibits, the former combining a moving-picture show with a comprehensive educational exhibit of machines in multiplex variety. The Remington Typewriter Company also has a notable exhibit.

Out of the mass of exhibits perhaps the most unusual individual thing on display is the mastadonic Underwood typewriter. This is used as the bait to draw the crowds to the Underwood array of typewriters. It is built of steel and weighs 14 tons—28,000 pounds. It is 1,728 times larger than the standard Underwood typewriter. Its dimensions in actions are 21 feet wide by 15 feet high. It is run electrically by power generated by three single one horse-power motors. The writing on this machine is a simple matter, the operation being accomplished by the pressing down of single letters on an ordinary Underwood typewriter. Through mechanical connections the motion is started in the giant machine and the writing done on a sheet which resembles in size the muslin bulletins that newspapers use in front of their buildings. It took one year to draft the plans for the great Underwood and one year to construct it. Its cost is approximately \$100,000.

The American Bell Telephone Company is demonstrating its service by a theatrical performance once daily. They have erected a theatre in the Liberal Arts Palace. The visitor sits in a chair, places ordinary oral tubes to his ear and hears a conversation between San Francisco and New York. A lecturer on the stage explains the mechanism and the essential service of the company.

Among the notable exhibits which dominate the respective buildings in which they are located, through sheer size as well as character, are the displays of the Westinghouse Electric and Manufacturing Company in the Palace of Transportation and the International Harvester Company in the Palace of Agriculture.

The Westinghouse Company has built its main exhibit around the transportation idea, showing finished products that have to do with the railroad and automobile side of their industrial expression. The company occupies 25,000 square feet of floor space and has expended \$150,000 in installation. The central attraction feature of the exhibit is a large electric turntable in operation, surmounted by an electric locomotive of the type used by the Pennsylvania Railroad in taking the trains under the Hudson River. In the machinery palace the Westinghouse Company is exhibiting the only steam turbine on the grounds.

The International Harvester Company's exhibits in the Palace of Agriculture covers 60,000 square feet and is thoroughly representative of the manifold products of that company. Twine-making machinery, small disc plows, gigantic harvesters and tractors are splendidly displayed. One of the features of the exhibit is the model farms in miniature, showing the use of different agricultural machinery for different seasons of the year. The first reaper built by Cyrus McCormick in 1841, which took the first medal at the World's Fair at London in 1851, is also shown.

What the governments and the railroads are doing is worthy of special stories. The Southern Pacific Railroad, the Santa Fé, the Union Pacific and the Northern Pacific have individual buildings, the Santa Fé and Union Pacific being on the "Zone" and put into the concession class. These four transportation companies have expended upwards of \$1,000,000 on their shows. The Pennsylvania Railroad and the New York Central are splendidly represented in the Palace of Transportation.

Two of the great governmental and State exhibits are shown in the Canadian and California buildings. The "Canadian" show is one of the triumphs at the exposition and draws vast crowds constantly on account of its uniqueness and variety.

Getting to Department Store's Customers

(Continued from page 13)

our furniture department. It will cost more than \$1,500, over six cents apiece. That's a good deal of money for any manufacturer to spend for the same purpose, and yet it might pay him. The line is made up of the product of several different manufacturers, and yet if any manufacturer came to me and offered me a booklet as good as this, with as many styles of furniture of equal quality, and would make it look like our own literature, I believe I should welcome it. I believe I ought to, as a possible economy. But it would have to be all I say. We should not be interested in a booklet that had a cover printed for us and an inside run off by the million for distribution all over the country. It would have to be individual, not all of it necessarily made up for us, but none of it too common. I do not know whether this would pay manufacturers to do. It does us. Of course, with us, each department helps the other departments. But the same thing is true of the manufacturer's line, each advertisement or display of which must help the others.

"I presume there are other pieces of mail matter that we should not object to, but I would have to see them, and know the whole proposition. But unquestionably there is an opportunity for advertisers to promote their goods through the co-operation of the department stores if the advertisers will do it the department store's way."

The advertising manager of another leading department store was even broader.

AN OPEN FIELD HERE

"Any manufacturer whose goods we carry, can, if he wishes, provide us with literature for mailing or enclosing with packages, providing the literature is tasteful and conservative in statement and illustration. We do not even insist that the manufacturer's name be subordinated to our own.

We might impose that condition if there were danger of our being swamped with such literature, but at present we get very few requests. Manufacturers seemingly do not care to specialize in their literature, and we get very few pieces of matter indeed that we think suitable to hand on to our customers."

There is the problem for the advertiser who wishes to break into New York City and push his line in this way. It is not easy, but it can be done. Only one large department store is unalterably opposed to it, and it is not certain that even that store might not be tempted by some unusually beautiful and tasteful piece of matter that it would be a credit to the store to send out. This store handles private brands furnished by manufacturers of other and nationally trade-marked brands. If the store did not advertise these by means of cards and folders distributed in the store, it would probably pay the manufacturers to do so, even when the brand was confined to the store.

In the case of the other stores handling nationally advertised lines, there would appear to be an opportunity worth embracing, even though the national advertiser would have to make the literature individual and more expensive, and subordinate his name to the store's name. In exchange for the store's sponsorship that might not be a bad investment. Not all manufacturers could do it, or at least could do the expensive things, but many could do so, particularly those who put out a line of products.

Changes in "Neponset" Organization

F. H. Warner, Jr., has recently been made advertising manager of Bird & Son, East Walpole, Mass., makers of the Neponset Building Products. He succeeds W. R. McNeil, who is now devoting his entire time to sales promotion work on the various Neponset products. Mr. Warner was formerly with the Cowen Company of New York and Boston, and before that was with the Boston Herald.

This year Bird & Son are featuring their Neponset shingle, using a list of weeklies, magazines, and farm papers.

*1915 Stories**Story No. 4*

GREAT GUNS

seem to measure success in the European war and next to that is the strategy displayed by the great generals engaged in that wonderful checkerboard which will change the map of Europe and disperse its trade all over the world.

The greatest gun to capture the important *citadel of trade*, in fact of most any fortress, is printers' ink. Properly placed with concrete foundations and strategic planning, this *greatest* of all *guns* will positively win prosperity and peace with happiness. The vexed question is as to which general to employ. If you want the best, do not employ Krupp; his guns are destructive. We cannot offer you better advice than to let your guns be directed by the

CHARLES FRANCIS PRESS

30-32 West 13th Street New York

We always find the range and the shells explode in the right place, and they are not destructive, but are splendid concrete foundations upon which you can build a large and profitable business.

TELEPHONE 4090 CHELSEA

DEPARTMENT STORE ADVERTISING

I am now the advertising and sales executive of one of the great *fashion* magazines.

I both plan the sales campaigns and prepare the advertising, using direct-by-mail, magazine and newspaper publicity.

It has been a broad and very valuable experience in merchandising—particularly in merchandising to women.

For personal reasons I wish now to enter the field of department store advertising.

In taking this step I am prepared to make quite a sacrifice in salary, for I realize that until I know intimately the individual values of the varying grades of merchandise, I cannot assume in the new field, the position I now hold in my present field. But—

To be considered, the position must hold possibilities of growth, rapid growth!

The department store that can use the services of a well-rounded, forceful, advertising executive will find this advertisement well worth investigating.

"D.A.," Box 276, care of
Printers' Ink

Mennen and the Internal Revenue Bureau

GERHARD MENNEN CHEMICAL CO.
NEWARK, N. J., April 9, 1915.

Editor of PRINTERS' INK:

We note on page 88 of your issue of April 8, in the article "Medicinal Properties Claimed for Talcum Powder" the statement that an attack has been made on Schedule "B" by certain manufacturers "not including Mennen, however."

Just what is implied by the phraseology of this reference to us is not entirely clear. We note further that this is believed to be the first attempt on the part of the manufacturers to "go over the head" of the Commissioner of Internal Revenue in the interpretation of the new tax.

Since our name is mentioned in this connection, it may be fitting for us to state that last November, before this measure went into effect, the Mennen Chemical Company presented to the Internal Revenue Bureau the only complete data on the subject of talcum powders that this department had received up to that time according to the statements of members of the Bureau.

We found, then, that the Bureau was at a loss to classify talcum powder because of the many different kinds, and the wide variety of uses, and we were the first manufacturer to give the Bureau detailed facts as to talcums and to present a brief on their extensive medicinal and therapeutic uses.

As a result, we received assurances that our point was conceded, and that any talcum powder used chiefly as a medication (as a baby powder, etc.) would be exempt.

This decision was later reversed, due, we were informed, to the efforts of other manufacturers to have this ruling extended to cover all kinds of talcum powder regardless of their use or claims, the Bureau leaving the decision to the Federal courts.

The circumstances surrounding the reversal of the original treasury decision caused us to refrain from being a party to the appeal described in your article, but prior to this we had already become a party to a suit instituted in the name of another manufacturer to test in the Federal Courts the validity of the Bureau's interpretation of Schedule "B." This we believe, will be the only effective way to "go over the head" of the Commissioner of Internal Revenue.

In view of the fact that this company was alone in its efforts to secure what we believe to be a proper interpretation of Schedule "B," at the only time at which such efforts had any reasonable chance for success, and since with the exception of one other manufacturer we bore the entire expense and labor of securing decisions on doubtful points of the law, at the time when it took effect (which information we cheerfully passed on to other manufacturers), we wondered a little at the manner in which our name is mentioned in your article and respectfully submit the above statement of some of the circumstances.

GERHARD MENNEN CHEMICAL CO.

Marshall Field's Attack on Coupons not Thought Significant

May Even Indicate That Big Stores
Are Finding It Hard to Discrimi-
nate Against National Brands—
Coupon Corporations Say State-
ment Cannot Harm Them or
Manufacturers

THE announcement of Marshall Field & Co., made last week, that all merchandise involving the distribution of profit-sharing coupons would be dropped from their retail and wholesale business, is not taken as having too much significance by the coupon corporations and the manufacturing concerns using their own or other premium slips.

The announcement read:

The wholesale and retail buying organization of Marshall Field & Co. has been in the building for fifty years.

It has been trained to study the many intricate phases of merchandising to the end that the buying public could obtain the highest degree of service in the merchandise purchased.

Profit-sharing coupons packed with merchandise do not in any way add to the value of such merchandise.

We have, therefore, decided that our retail and wholesale business will not carry any merchandise that would involve us in the distribution of profit-sharing coupons, as the principle would be contrary to the long-established policies and ideals that have built up our institution.

We recommend that every retail merchant give serious consideration to the question of taking action along similar lines, as we believe that it will be to the interest of better merchandising.

The coupon corporations dismiss the matter as having comparatively little importance.

"It will have no effect on our business," said W. T. Posey, president of the United Profit-Sharing Corporation. "Out of 36,000 dealers who handle merchandise bearing premium slips we have received protests from not more than ten or twelve. Marshall Field & Co. and Macy & Co. may be able to hold out against the demand of the public, but I do not think so."

Vice-President Barker added: "This appears to be merely another form of the fight of those

Pertinent Facts

Regarding the Syracuse
Newspaper Situation.

The government reports of the three Syracuse Newspapers for the six months ending April 1, 1915, show net paid averages as follows:

Post-Standard 53,843
2nd paper 40,954
3rd paper 38,785

It is interesting to note that the second paper for the last six months published figures claiming over 42,500 (or about 1500 more than the government statement) and the third paper has included its Sunday edition in its "Daily" average. It only claims 34,000 daily.

The actual figures show that the **Post-Standard** has about 33 $\frac{1}{3}$ % more circulation than the 2nd paper and over 55% more than the 3rd paper.

The advertising figures for the daily newspapers of Syracuse for the first three months of 1915 show that the **Post-Standard** carried 82,880 lines more than the 2nd paper and 96,880 lines more than the third paper.

Lane Bear Inc.

New York Chicago Boston Detroit

Speaking of "Covering" a City—

In Seattle, Washington, the heart of the great Pacific Northwest, there are 57,000 homes. In that same city proper, every day there are *sold* 56,000 copies of

THE SEATTLE TIMES

And that total is but part of the Times average daily net paid circulation of 70,100, and 81,400 net paid average for Sundays (1st quarterly A. B. C. statement 1915).

There are many other interesting facts and figures about Seattle and the Pacific Northwest which we will gladly supply to progressive advertisers and manufacturers.

TIMES PRINTING CO

SEATTLE, WASHINGTON

The S. C. Beckwith Special Agency

Sole Foreign Representatives

NEW YORK KANSAS CITY CHICAGO

two retail houses against national trade-marked goods. There must be a reason for it. Is the demand for such goods from their patrons getting too strong to be withstood? Do they see their control over these brands slipping away?

COURTS UPHOLD THE COUPON

"The profit-sharing coupon has been talked against and legislated against, but the courts have always upheld it. The agitation against it springs from a complete misconception of its function and effects. We are not anxious to dignify these attacks with too much attention, but we have found it necessary to protect ourselves when responsible associations and concerns become too reckless in their language. The retail section of the Providence Chamber of Commerce has just retracted the resolutions it recently passed attacking our coupons and other associations, which had recently passed similar resolutions, are on the point of doing the same. The action of the Providence Chamber of Commerce was taken in response to the following letter we sent them:

"Gentlemen: We note that you have passed a resolution disapproving of the packing of United Profit Sharing Coupons by certain manufacturers. We beg to call to your attention the fact that this corporation is engaged in interstate commerce and that you are interfering with its business by passing such a resolution, and we hereby demand that you retract the resolution which you have adopted and cease to interfere with the lawful business of this corporation.

"If you are well advised by your counsel, he will inform you that, you are guilty of a conspiracy in restraint of trade and violating the law in such a way that this corporation can begin an action against you for triple damages. This we do not wish to do, on the contrary we would prefer that only the most friendly relations should exist between your association and this corporation; but we must insist that you cease immediately any and all effort to damage and injure our business. Please let us have a letter from you at once, stating what position you intend to take in this matter before we refer same to our counsel for legal action.

"Sincerely,

"UNITED PROFIT SHARING
CORPORATION."

"As for Macy & Co.'s statement that they remove the coupons from the packages before

they sell them to the public, we are well aware that they do and we know they do not destroy the coupons, but send them in to the manufacturers for redemption. I have the proof of it right here in my drawer. I have their check sent in payment for coupons."

Samuel W. Eckman, of the B. T. Babbitt Soap Company and secretary of the National Premium Advertising Association, is quoted as confirming this assertion that Macy & Co. save the coupons they extract from the packages and secure their redemption.

"There is nothing new in the action of Marshall Field & Co.," said George B. Caldwell, president of the Sperry & Hutchinson Company. "Field & Company have been professing to do this for the last five years, but they have never carried it out drastically, and probably never will. But even if Marshall Field & Company should shut down on profit-sharing coupons, I do not see that the manufacturers need worry. They can simply sell Field & Company the product without the coupons and square it with their customers as best they can. I hardly imagine they intend to cut off manufacturers who pack coupons for other retailers."

Five Publications Change Hands

An important trade-paper deal has just been closed in the purchase of the John J. Mitchell Company by the interests connected with the *Dry Goods Economist* of New York.

The publications purchased include the *American Tailor and Cutter*, *American Ladies Tailor*, *American Furrier*, *Sartorial Art Journal*, *Advance Styles*.

The School for Cutters and Designers, operated by the Mitchell Company, has also been acquired by the *Economist*.

Simpson-Crawford to Liquidate; Greenhut to Reorganize

It was announced April 8, that the Simpson-Crawford Corporation, New York, which took over the business of the Simpson-Crawford Company following the failure of Henry Siegel, will go into voluntary liquidation. Following this announcement, receivers were appointed April 9 for the J. B. Greenhut Company. It is said that the latter concern will be reorganized and continue in business.



TRADE MARK, REG. U. S. PAT. OFF.
"Unlike any other paper"

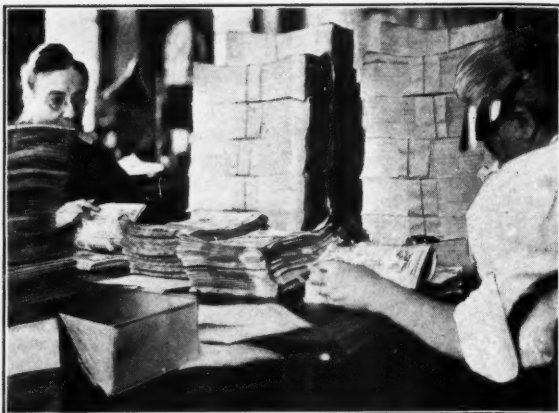
Breakfast Foods

Shall it be oatmeal, wheat or cornflakes? Experts say Our Folks now buy as much as is in 5,400,000 packages a year, of one brand or another. Do you know any trade-marked line of package goods with enough distribution to be easily bought by Our Folks? They can readily be reached through

The Farm Journal

A. B. C. MEMBER

Washington Square
Philadelphia



Scene Treasury Dep't.

Copy't W. Fawcett, 1909.

Making Money

When times are dull and people are not advertising is the very time that advertising should be the heaviest. Ninety-nine out of every hundred merchants advertise when there is least need of it, instead of looking upon it as a panacea for their business ills.

John Wanamaker.

FARM NEWS

Farm News is an agricultural advertising medium of much power and influence. Each succeeding issue is bigger and stronger than the previous one. The circulation is in excess of 400,000, guaranteed, and located mostly in the rich Middle West. The rate is low and the circulation big—try it.

SIMMONS PUBLISHING COMPANY
SPRINGFIELD, OHIO

Also publishers of The Family Magazine (500,000 subscribers)

NEW YORK OFFICE
 225 Fifth Ave.
WM. H. HOGG, Mgr.

ST. LOUIS OFFICE
 Third Nat. Bank Bldg.
A. D. McKINNEY, Mgr.

CHICAGO OFFICE
 1259 People's Gas Bldg.
T. W. FARRELL, Mgr.

When Sampling Is Profitable and When It Is Not

Some Practical and Timely Suggestions Growing Out of Experiences in Marketing Soaps and Other Grocery-Store Products

By J. M. Campbell

Of the Blackman-Ross Company, New York

AT least five, and possibly ten, million dollars a year are spent for sampling.

Manufacturers who have made a success of sampling are not disposed to tell very much about what they have done, or how they have done it. So it is not strange that the literature of sampling is limited. PRINTERS' INK has published thoroughly prepared articles, and has shown itself alive to the relations of sampling to market-making. I fail to recall much of value published elsewhere on this subject.

The idea on which all advertising is based is that advertising will cause the reader to purchase the product advertised.

If, on trial, the product is found to be satisfactory, the consumer will continue to use it—provided always, of course, some other manufacturer does not come along and by better advertising or a better product, or more energetic sales methods, displace product No. 1. That is the theory.

To bring the customer to the point where she buys, for the first time, manufacturers advertise and keep on advertising for years.

Sampling shortens this period of waiting.

The manufacturer goes to the consumer and gives her a sample of his product.

He does not wait until the consumer comes to him and buys the product.

If the consumer likes the product, a sample of which has been given her, she will buy it just as surely as if she had been induced to try it through the medium of advertising.

But sampling by itself, unsupported by advertising of any kind, is not likely to be permanently profitable.

The public's memory is short,

and consumers need to be "kept sold" as well as to be "sold." Advertising keeps them sold.

Sampling appeals particularly to manufacturers of articles sold through the grocery trade, and retailing for 5 or 10 cents.

VARIOUS METHODS OF SAMPLING

The methods of sampling followed by manufacturers of soaps, cereals, and other grocery-store products, vary as greatly as do the products themselves.

Some manufacturers maintain highly trained and well-organized sampling crews, which they move from town to town on regular schedules.

These crews consist of a foreman, a sign man, and two or perhaps three samplers. In some cases the samplers are uniformed. In others they are partially uniformed. In still other cases, there is nothing about the appearance of the men to indicate that they are doing work of a special nature.

Some manufacturers employ on a permanent basis only a foreman and sign man, engaging samplers in each town visited.

The simplest form of sampling, and the one which was used almost exclusively until a few years ago, was to have samplers work from house to house and leave a full, or a half, or a quarter-size sample of the product being introduced. This is an expensive method, but is probably worth all it costs.

Other variations of sampling are:

Method No. 1—Coupons in newspapers, exchangeable at grocery stores for a full-size package (or cake) of the product.

This method is open to one very serious objection.

If the coupon appears in a paper sold for a cent or two cents anyone can buy 50, 100, or 200 papers, cut out the coupons, fill in false names, and collect from jobber or manufacturer the full retail price of the product.

Method No. 2—House-to-house carding.

This is done by distributors who go from house to house, leaving a card which grocers accept in full or partial payment for the product advertised.

This method is also open to criticism.

I have known of cases where a grocer who was overstocked with a product followed the carders and took up the cards in exchange for the product. To that extent, and in that way the purpose of the carding was defeated.

The carding was intended to create a demand on all groceries in a town or city, whereas all that was accomplished was to get rid of the over-stock of a certain grocer.

Method No. 3—Letters exchangeable for a free package or inclosing a card good for same, sent to names furnished by dealers.

This method has much to recommend it. It can be used as a sales-lever on the dealer.

Method No. 4—Free sample presented by dealer with letter signed by him but prepared by manufacturer.

This, too, is an excellent method. It is, however, slow and is open to the objection that it takes up the time of a salesman which might be used to better advantage.

Method No. 5—Canvassing for sales.

The average cost per call is likely to be in the neighborhood of 20c., and unless the sale runs into a considerable amount it is not worth its cost.

Method No. 6—Demonstrating with or without selling—in stores or from door to door.

This, too, is expensive, but if the work is done by intelligent people—women particularly—it will produce satisfactory results.

If the demonstrations take place

in stores, invitations should be mailed to grocers' customers.

Method No. 7—"Buy-back."

Some manufacturers who have tried this method like it. The basis of it is to sell the dealer a 5-case lot on the understanding that the manufacturer's representatives will go out and sell the dealer's customers at least one box.

Method No. 8—Pack sample of advertised product in each case of regular stock.

Admirable, because it constitutes an automatic method of introducing the advertised product which, as a rule, is of a somewhat higher quality than the unadvertised product.

Take, for example, the case of a manufacturer of a breakfast food, who is marketing a new product. Instead of shipping a case containing, say, 100 packages of his regular stock, let him send 99 packages of the regular stock and one package of the new product.

Method No. 9—Give samples to dealers with the idea that dealers will distribute them.

The objection to this method—and it is a very great objection—is that dealers will not, as a rule, distribute the samples.

The attitude of the grocer is "Create a demand and I will fill the orders." He cannot be persuaded that it is his duty to go to the bother and expense of helping the manufacturer create demand. Perhaps he is right.

Method No. 10—Send samples (if very small) through the mail to names secured from dealers.

In case this is done a letter should accompany the samples, and in this letter should be given the name of dealer from whom the product can be bought.

Method No. 11—Coupon or card good for free sample of advertised product and also free sample of established product.

I do not know of a case where this method of sampling has been utilized, but it has much to recommend it.

To show how it works. Suppose such and such a soap or cereal is firmly entrenched. Sup-

THE AYER & SON ADVERTISEMENT

(Continued)

art of distribution with a view to extending their markets.

Now, we realize that for an advertising man or organization to tell Massachusetts, that wise old Nestor of states which gave the United States its first lessons in commerce, how to revamp her industrial processes, may be rightly regarded as an impertinence.

We do not intend to lay ourselves liable to any such accusation, but we do think we know Massachusetts conditions and that we may state plain facts without offence.

We have for many years maintained an office in Boston, and in the New England district we probably have more accounts than any other half dozen advertising agencies combined.

We believe in the Massachusetts idea as applied to manufacturing. We know how splendidly many of her manufacturers could use publicity as an aid to business development; because we have worked helpfully with such advertisers as the Carter's Ink Company, The New England Confectionery Company and the Samuel Winslow Skate Company, all great nationally known leaders in their respective lines.

Over at Wellesley Hills, in the state of Massachusetts, there is one of the most remarkable organizations that the world has ever known. Here trained experts assemble, classify and codify business information. Working on a basis of data they make wonderful charts telling of to-day's conditions and to-morrow's prospects in every field of industrial endeavor. The man who heads it has an international reputation for shrewdness, sanity and dependability. We have worked with this concern in the promotion of its interests through national advertising, and we know what it can do for business houses which use its service, just as it knows

what we are doing for business houses that use our service.

There are other great advertisers in Massachusetts with whom we should greatly value the privilege of co-operating in sales analysis and market extensions through modern advertising.

Instances are numerous where Massachusetts manufacturers have neglected their trade opportunities. While every one knows about Massachusetts' leadership in the production of footwear, the advertising in this field has been nothing like as consistent as it should be.

A mattress has been successfully advertised, but the manufacturers of sheetings, pillow cases, quilts, comforts and blankets, many of them located in Massachusetts, have scarcely begun to do their duty by their products.

There are jobbing houses controlling brands of underwear and hosiery valued at immense sums, obtaining their merchandise from Massachusetts mills which are not known outside of a limited trade circle.

There are controllers of brands of fabrics who have had the forethought to advertise these names into the consciousness of every woman in America, but the merchandise is obtained from Massachusetts mills on a strictly competitive price basis.

There are makers of men's and women's clothing with trade-mark brands widely known and highly regarded, who buy all the materials for the making of their garments from Massachusetts woolen mills which have no standing outside of "the trade."

There are thousands of "sleepers" among the trade-marks of Massachusetts. The man who owns the trade-mark knows about it, his competitors know about it, a limited circle of jobbers or retailers know about it, but the great bulk of consumers know nothing of its existence.

(Continued on page 74)

THE AYER & SON ADVERTISEMENT (Concluded)

We do not desire to turn this advertisement into a direct appeal to any manufacturer for his business. It is not consistent with our ideals or our ideas to flipantly announce in the public prints that this concern or that should advertise. We have no desire to tell any manufacturer that we can be of help to him without having knowledge of his individual, specific and peculiar problems.

We have, however, analyzed Massachusetts industry carefully and conscientiously, and we know a number of lines, for the most part unadvertised, wherein we believe the proprietors would be greatly interested if they would give us a fair, open opportunity to discuss with them ways and means for promoting their business through applied publicity.

This house offers service to Massachusetts manufacturers which peculiarly matches up with their requirements. We are generally regarded as being as conservative in our opinions and operations as any reputable manufacturer or banker.

We have been here a long time, and while we are said to prosecute vigorously whatever we have in hand, we have no disposition to tackle a proposition until we see our way clear to put it through.

We have a big business in Massachusetts, and it ought to be bigger. This advertisement will not fulfill the reason for its existence if some successful, hard-headed Massachusetts manufacturer does not express his willingness to open his mind to the facts of this new selling science, which has its headquarters at 300 Chestnut Street, Philadelphia.

N. W. AYER & SON
PHILADELPHIA
BOSTON NEW YORK CHICAGO

pose I make a somewhat similar soap or cereal. Suppose I have satisfied myself that my soap or my cereal is better than the other fellow's. A quick and very effective way of interesting the housewife is to send her a card, which, on presentation to her grocer, secures for her not only a sample of my product, but a sample of the established competing product. She is then in a position—at no cost to herself—to decide which is better.

A variation of this method is to have the card accepted as partial payment.

Method No. 12—In each package place printed matter descriptive of other products.

Comment is unnecessary.

Method No. 13—Send photograph of article accompanied by letter.

This is particularly adapted to articles which sell at a comparatively high price, and the use of which is confined to certain lines—office equipment (adding machines, desks, filing cabinets) as well as articles appealing to architects, libraries, etc.

Cream of Wheat Will Appeal Case

CREAM OF WHEAT CO.
MINNEAPOLIS, April 6, 1915.

Editor of PRINTERS' INK:

As a matter of information which you may use or not, as you see fit, will advise you that the Cream of Wheat Company have appealed from the decision of the court in their case against the Arthur H. Crist Co.

We still believe that subscriptions which are in arrears for six to eight years should not be classed as paid subscriptions. What the Appellate Court, however, may decide in the matter is, of course, like many other things, in the "laps of the gods."

CREAM OF WHEAT CO.
E. MAPES.

Fowler Manning With Sterling Gum Co.

Fowler Manning has been appointed sales and advertising manager of the Sterling Gum Company, New York. For the past three years Mr. Manning has been sales manager in an advisory capacity to a number of companies in various lines. Prior to that period he had been in the sales department of the Auto Sales Gum & Chocolate Company, sales manager of the Colgan Gum Company, and advertising manager for Walker's Grape Juice.

Uses Movie to Exhibit "Recruits"

Moving pictures are being used by the Detroit Adcraft Club in getting together its representation of one hundred members to the Advertising Affiliation Convention of the advertising clubs of Detroit, Cleveland, Buffalo and Rochester at Rochester, May 14, 15 and 16. The committee in charge has organized two "warring" forces, to enlist recruits, the "navy" under Admiral Charles J. Esterling, of the Esterling Printing Company, and the "army" under General Charles H. Stringer, of the American Lithographic Company. A number of amusing episodes have been arranged, showing the efforts of the two commanders in enlisting recruits, and several hundred feet of film taken. The pictures will be shown at a smoker held by the club, which has adopted "On to Rochester" as their slogan in encouraging enlistment.

A special feature at the Affiliation meeting will be an exhibit of advertising requisites consisting of displays of printing, signs, paper, engraving and all sorts of advertising novelties and specialties of advertising mediums.

Two Newspaper Changes in Middle West

O. E. Knisely, formerly advertising manager of the Minneapolis *Daily News*, is now with the Omaha *News* in a similar capacity. He is succeeded on the Minneapolis paper by George D. Flynn.

General Mediums Used for Sales to Druggists

The Illinois Glass Company, Alton, Ill., is advertising "Diamond 1" brand of automatic machine-made bottles in newspapers. The idea back of this copy is to impress the public with the unknown fact that perfect bottles can be produced on a machine entirely automatic. It is claimed that the manufacture of bottles by hand has always been attended with certain limitations that caused trouble to the user.

The object of this educational campaign is to show the benefit to druggists in the use of better made, more accurate bottles, and the benefit to the public in the knowledge that the quantities are correct, the corkage more even and the chance of breakage practically eliminated.

New Beverage Advertised

"Delaware Punch" is a new drink that is being extensively advertised in the South by the Delaware Punch Company, of San Antonio, Texas. The copy is made up almost entirely of striking illustrations. One advertisement consists of a large art glass punch bowl, back of which is standing an entire family drinking a toast. Another contains nine drawings illustrating the slogan "Here, There—Everywhere." People in humble homes, palaces, hospitals, busy offices, storerooms, schools, on athletic fields and at social gatherings are shown drinking Delaware Punch.

Statement of the Ownership, Management, Circulation, etc., of

New York American

MARCH 31, 1915

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, etc., of THE NEW YORK AMERICAN, as required by the Act of Congress of August 24, 1912.

Published daily, including Sunday, at New York.

Owner—STAR COMPANY, 238 William Street, New York City.

Stockholder—The Star Company, 15 Exchange Place, Jersey City, N. J.

Stockholders in the Star Company holding 1 per cent. or more of the total amount of stock:

W. R. Hearst, 238 William Street, New York City.

Known bondholders, mortgages and other security holders holding 1 per cent. or more of the total amount of bonds, mortgages or other securities:

Columbia-Knickerbocker Trust Co., 60 Broadway, New York City.

Editor—Star Company, 238 William Street, New York, N. Y.

Night Managing Editor—T. V. Ranck, 238 William Street, New York City.

Business Manager—Howard Davis, Broadway and Park Place, New York City.

Publisher—Star Company, 238 William Street, New York City.

Average number of copies of each issue of this publication SOLD or distributed through the mails or otherwise, to PAID subscribers, during the six months ending March 31, 1915,

333,345

STAR COMPANY.

By Bradford Merrill, Treasurer.

Sworn to and subscribed before me this 31st day of March, 1915.

WILLIAM A. HAYES, Notary Public, Bronx County.

Certificate Filed N. Y. County.

The average net paid circulation of the Sunday edition was 697,820. The average net paid circulation of the morning edition (excluding Sundays) was 272,599.

Member Audit Bureau of Circulations

The Value of Advertising Is the Value of the Man Back of It

How a Competitor Demonstrated the Importance of Knowing the Product

By W. L. Saunders

Chairman of the Board, Ingersoll-Rand Company, New York

SOME twenty years ago, when I thought I could handle all the advertising of the company through clerks who sat near me, I took on a man with a literary turn of mind, who said that he loved advertising and had great ideas on the subject. He started in to advertise an air-compressor, though he confessed to a friend that he would not be able to recognize one if he met it on the street. Well, we thought that was all right, for, after all, it is the fire of genius that tells. One day there appeared in our allotted space in the *Engineering and Mining Journal* an ad which our unmechanical genius had prepared with great care. Special cuts had been made so as to give the work of art a good display. A chessboard was shown with Ingersoll machinery on one side and competitors' machinery on the other. Underneath were the words "Our move," and it was evident to a chess player that the next move was a checkmate.

There was great exultation over our ad, but there appeared the next week on the page directly opposite ours a simple photo cut, showing two or three freight cars loaded with air-compressors en route west from Tarrytown, with the following title underneath: "*We move in carload lots.* One order of Rand air-compressors sold and shipped to the Atchison, Topeka and Santa Fé Ry." Well, we promptly stopped playing advertising with a chessboard.

I am very fond of simple illustrations as the best means of producing conviction, so that you will pardon me if I use this incident as a text in pointing to a line of

An Address before the T. P. A., New York, April 8, 1915.

thought which I would leave with you this evening. The chessboard man, not knowing his subject, fell naturally into the common error of reaching out into abstract fields. Good technical advertising is essentially concrete. It is an exact science and knowledge of the subject is the first qualification; everything else is secondary to this.

GOOD ADVERTISING IS GOOD SALESMANSHIP

Technical advertising involves salesmanship of the highest order. It is not the gift of gab that counts; it is not a polished manner or a pleasing presence, but it is a familiarity with the thing advertised in all its bearings, which involves a wide general knowledge of the product and business; next a faculty of clear, brief and direct expression. Proper display is not to be neglected, but that is easy. Just as the chessboard ad illustrates incompetent advertising, so the carload-lot ad is a model of forceful, direct, lucid and successful advertising.

It is an interesting fact that this ad was the thought, not of the publicity man of the company, but of the best salesman. It proves the close relation between good salesmanship and advertising, for, after all, advertising is salesmanship in print. No one will doubt that personal appeal is the most telling and effective way to get business, but personal appeal covers a very limited field. One can do but one thing at a time and do it well. Good salesmen, men who know the business of technical selling, are scarce. One good man has it in his power through advertising to appeal to

The Lakeside Press Building, Entirely Occupied by
R. R. Donnelley & Sons Company



A Complete Printing Service

The size of our organization enables us to maintain in every department the best technical skill. The service we offer you is the experience of a half-century. The equipment comprises the most modern labor-saving printing machinery. Our efforts to make every piece of work the best of its kind have compelled us to control within our own organization all the elements that enter into a job from the art and engraving to binding.

The Largest High-Grade Printing Plant in America

Art and Engraving Dept. - one-fourth acre
Composing Rooms - three-fourths acre
Cylinder Press Rooms, one and one-fourth acres
Rotary Web Press Room - one-half acre
Pamphlet and Catalog Bindery—
Annual Capacity - 75,000,000
Edition Book Bindery—Paper and Cloth
Books—Annual Capacity - 2,500,000

Service Department—

Experienced Advertising Men, Skilled
Layout Men and Printers, Typographical
Experts, Competent Artists

Catalog Compiling Department—

The largest compilers of Catalogs for
Jobbers of Mill, Railroad, Electrical, and
Plumbing Supplies, etc.

We are considered by many as a house for large orders, but no order is too small to command our best service. We solicit an opportunity to serve you better for any one piece or all of your Direct Advertising, Catalogs, Booklets, Broadside Folders, Four-Page Letters, etc.

The Lakeside Press

R. R. Donnelley & Sons Company

Designers · Engravers · Printers · Offset Lithographers · Book Binders

AN INVITATION
TO ASSOCIATED ADVERTISING
CLUB MEMBERS AND FRIENDS

We will keep "Open House" during the week of the National Convention. A competent guide will take you on a tour through "The Largest High-Grade Printing Plant in America."



Hosts of Buyers

Seek This Semi-monthly == Market Place ==

All that is best in power plant equipment is presented through the advertising pages of Practical Engineer. Its advertisers make just one appeal—the appeal to reason. Knowing this, the 22,500 readers seek and accept it as authority.

Chief Engineers and office executives alike, find in it the method, order, and safety of the high grade store.

Write for sample copy, rate card, copy of contract and map showing circulation in detail.

TECHNICAL PUBLISHING COMPANY

537 So. Dearborn St.
Chicago, Ill.

123

thousands. He cannot do this as effectively in each case as though he met the customer face to face, but he cannot meet a thousand customers face to face. It is impossible. The result is that he delegates his work to subordinates, who are not as capable as he is and who seek to meet these customers face to face. Advertising affords a means by which the man who knows most about the business may imprint his ideas effectively upon the minds of thousands. His audience is the world, and in no other way can he bring up the average efficiency in productive results.

TOO IMPORTANT TO DELEGATE TO SUBORDINATES

I speak as one of experience in these matters. Up to recent years I have personally been the advertising man of the interests in my charge. It is true that I have had able assistants, and I have no doubt that some of those who have assisted me—perhaps all of them—have thought, and still believe, that they did the advertising work for my company. In this they are mistaken. I considered it too important to delegate to anyone. The lesson which I learned in the carload-lot and chessboard play, to which I have referred, has never been forgotten. Since that time I realize that the head of the business can well afford to spend his time and energies directing the fundamental conditions that govern good technical advertising. I also realize that there is no fire of genius whatever in this matter.

Our company at one time brought out a new valve. It was boxed up in a cylinder, and, unlike most valves, this one was seated in the piston instead of in the cylinder or heads. The valve did good work in the experimental department, was patented and brought out as an important feature of an air-compressor. Competitors attacked it violently, engineers wrote papers attacking it, and every salesman reported serious difficulties in overcoming a single objection which was always raised, that if anything happened

to this valve it could not be reached because it was not get-at-able.

There was only one way to meet such a situation as this and we met it by a large display ad in all the technical papers in which the simple statement was made, over the signature of the company, that this valve would be guaranteed to all purchasers against breakage for a period of five years.

This settled the question. No further difficulties were experienced by the salesmen or by breakages of the valve, for, having a five-year guarantee, we took pains to make the valve as nearly unbreakable as possible.

At one time, in a certain mining district, a certain rock drill (not the one which I was interested in) was predominant. No one else could get a foothold. Months, yes, years of labor and money had been expended in efforts to introduce other types, but without avail. In another district I succeeded in carrying on a contest in a tunnel between the drill that I was interested in and the machine which had captured this mining field. The result of this contest was in our favor, but just how to make it effective was the difficulty. Someone sent me the cuttings from the drill holes, which showed an interesting condition of things. The cuttings from the hole of the drill in which I was interested were of coarse grain, while those from the holes of the competing drill were of fine grain. I had them both photographed and cuts made showing large round sections with spots in them. We took display ads in all the technical papers, and, without in any way using the name of the competitor, one of these blocks was marked with the name of the drill I was interested in and the other marked "Competing Drill." The headline was "See the spots on the sun." This was chosen because just at that time the newspapers were full of statements about the influence of sun spots upon the earth, claiming that the spots were of unusual significance during that year. Below these spots were the

ATTENTION INSURANCE

The appearance and "crackle of quality" of Old Hampshire Bond cannot be disregarded. It adds insurance-of-attention to every letter. No man who is not proud of his business and its good name feels any incentive to use

Old Hampshire Bond

It costs so little to use Old Hampshire Bond. Have you any idea what a little more it costs?

Only 1/10 of a cent per letter. Any series of five dictated, type-written letters will cost you 25c (exclusive of your own time).

Putting the same letters on Old Hampshire Bond makes them cost 25½c. Isn't the extra advantage worth paying for?

May we send you the Old Hampshire Bond Book of Specimens—a book assembled and bound up to interest business men?

**HAMPSHIRE PAPER COMPANY
SOUTH HADLEY FALLS, MASS.**

*The only paper makers in the world
making bond paper exclusively*



figures showing the work done by the drill in which I was interested and the spots on the sun were said to account for our victory. This attracted so much attention that it opened the doors to competition in the field referred to and it resulted in the general adoption of the machine in which I was interested.

To show you how widespread was the attention attracted, I met at an entertainment the president of the competing concern and the first thing he said to me as he shook hands and glanced toward the sky was "Have you seen the spots on the sun to-day?"

No one with common sense to-day doubts the value of advertising—the only doubt is the value of the *man who advertises*. It has been said that such concerns as Tiffany, the Singer Company, the Bell Telephone and others do not need to advertise because their superior position in the trade is so well known. Never was there a greater fallacy. It is true that it is not necessary in the immediate present for such concerns to advertise, because they can travel a long period of years on their reputation, but the business that does not go forward will some day fall backward. Advertising enables such concerns to progress, to cover larger fields, to establish the roots of business on deeper ground and to prosper not only for to-day, but for a long period of time—in fact, so long as confidence is maintained and the business is extended by efficient management, which includes publicity.

I mention the Bell Telephone advisedly, because it is in many places practically a monopoly, and without competitors why should one advertise? Let the Standard Oil Company and the American Tobacco Company answer this question, for they can do so on lines of experience. I have always believed that had the Standard and the Tobacco company not been so exclusive they would not have been attacked.

The Bell Telephone Company advertises, I have no doubt, because, in the first place, it pays

to enlarge its field through putting in the minds of the people of the whole world the advantages of telephone service, and for the other and very important reason that when a concern is a monopoly and hides its light under a bushel it excites criticism, jealousy, envy and hate—some of it just and much of it unjust. It subjects itself to suspicion. But when it comes out into the open, keeping its name and its business before the public by seeking public patronage in the common democratic way of advertising it challenges criticism and quiets unrest.

THE MAN BEHIND THE PATENT

Several years ago Governor Safford, of a Western State, was at the same time the chairman of a board of directors of a railway company. Their annual meeting was held on the plant of the railroad in the West, and the Governor told me that at one of these annual meetings they were interrupted by a stranger opening the door and politely asking to be heard. He was told that the directors were engaged in business and that he should see the superintendent. But he maintained his position, making the statement that he understood very well that the directors were engaged in business and that he assumed that their first business was to save money for the railway company under their charge; that he was before them for the same purpose; that he could show them how they might save a great deal of money, and that he simply asked for a few minutes to state his case. One of the directors said "Let's hear him." So the stranger proceeded at once to tell them of the superior virtues of a patent oil which he was selling. During his speech the chairman summoned the superintendent, who entered the room and was told that this man had a patent oil which he claimed would save money and he might give it a trial.

The year following the directors were meeting in the same place; the superintendent said that he had been using that oil ever since.

"Well," said the Governor, "then

SCIENTIFIC AMERICAN

<i>1845-1846</i>	<i>11 Spruce Street, N. Y. City.</i>
<i>1846-1859</i>	<i>Old Sun Building, Cor. Nassau and Fulton Sts., N. Y. City.</i>
<i>1859-1882</i>	<i>Original N. Y. World Building, 37 Park Row, N. Y. City.</i>
<i>1882-1884</i>	<i>261 Broadway, N. Y. City.</i>
<i>1884-April 1915</i>	<i>361 Broadway, N. Y. City.</i>
<i>April 1915</i>	<i>The Woolworth Building, N. Y. City.</i>

It is fitting that, in this, the year of its
Seventieth Anniversary, SCIENTIFIC
AMERICAN should choose as its new
home, the largest and the most modern
office building in the world—

The Woolworth Building
New York City

MUNN & CO., INC., - *Publishers*

These Newspapers

Sunday Herald,
 Sunday American,
 Sunday World,
 Sunday Times,
 Sunday Eagle,
 Sunday Telegraph,
 Sunday Sun,
 Morning Press,
 Morning Tribune,
 Evening Journal,
 Evening World,
 Evening Telegram,
 Evening Mail,
 Evening Sun,
 Evening Globe,
 Evening Post,
 Evening Citizen,
 Evening Times,
 Evening Standard Union,

reach 5,000,000 readers in Greater New York and vicinity.

I have a plan to submit to some advertiser who wants to break into the New York market in the right way, showing how he can use all of these newspapers effectively at a cost of less than **ONE CENT PER ANNUM PER READER.**

WILLIAM C. FREEMAN

Advertising

No. 2 WEST 45TH ST., NEW YORK
 Phone, Bryant 4817

that fellow must have a valuable patent."

"I don't know anything about the patent," the superintendent replied, "but, Governor, in my opinion, the value of that patent is *that man.*"

The oil was probably like any other oil, but the man was very much unlike other men, and I say to you managers of advertising that when the balance sheets of a corporation are gone over in detail and the question comes up as to whether or not too much money is being spent in the advertising account, the question that is asked is not. What is the value of *publicity*? but, What value does the *publicity man* make of it? And the answer is that the value of all advertising is the value of the *man.*

Changes in Burroughs Advertising Staff

Several changes have recently taken place in the advertising department of the Burroughs Adding Machine Company, Detroit.

J. R. Harrison, assistant advertising manager, has resigned to become advertising manager of the Chalmers Motor Car Company.

Thomas P. Phillips, until April first, editor of the "Sales Bulletin," has resigned to handle the truck advertising of the Packard Motor Car Company.

Robert H. Crooker, editor of the "Burroughs Magazine," resigned April first to become advertising manager of the Regal Motor Car Company, as **PRINTERS' INK** has announced.

J. R. Worden, formerly in charge of Burroughs Direct Mail Advertising, has been appointed editor of both the "Sales Bulletin" and the "Burroughs Magazine."

F. W. Hossick, formerly on the editorial staff of the Detroit *Free Press* will assist on both Burroughs publications.

W. B. Hall, also formerly on the staff of the *Free Press*, has joined the Burroughs Advertising Department as a feature writer.

Edward Lee, until April first, assistant advertising manager of the Berlin Machine Works, Beloit, Wisconsin, is also a recent addition to the Burroughs staff.

With 187 people, the Burroughs Advertising Department is one of the largest in the country.

Sherman & Bryan, Inc., are now handling the Truly Warner hat account. This concern has 26 stores, located in various cities. Newspapers are being used and magazine space is contemplated.

Tenth Anniversary of the Technical Publicity Association

TEN years ago, in the very early days of advertising club-work, a call was sent out for a meeting of advertisers using technical and class publications for the discussion of problems common to all. Fifteen men responded to the call and organized themselves into the Technical Publicity Association of New York, which held its tenth anniversary dinner at the Hotel Martinique on April 8, 1915. On the latter occasion 200 invitations had been sent to members, former members and publishers. Those present at the dinner numbered 105, which may be taken as a fair indication of the vitality of the organization which draws its membership from a territory broad enough to include Pittsburgh and New England.

The progress of technical advertising during the decade was reflected in the addresses of the evening and in the exhibits which

brought out the great contrast between the copy of ten years ago and that of the present day. The leading journals in each technical field were represented with specimens of the copy of 1905 placed alongside the latest advertisements of the same concerns. No better demonstration was needed of the fact that ten years is a long time, speaking advertisingly.

The address which was accorded the chief place on the program, that of W. L. Saunders, chairman of the board of the Ingersoll-Rand Company, New York, is printed elsewhere in this issue of **PRINTERS' INK**. Emerson P. Harris, president, the Harris-Dibble Company, New York, spoke of the development of the business press during the ten-year period. F. R. Davis, of the General Electric Company, Schenectady, N. Y., and retiring president of the T. P. A., gave an outline

THE April number of **THE CRAFTSMAN** challenges comparison with any magazine issued anywhere. It is not far from being the biggest and finest general magazine of the year,—a book of 252 pages, 140 of editorial reading matter and 112 of advertising, including color inserts. We will gladly send you a copy on request.



☛ [Our Service Department, Architectural Department, Interior Decorating Department, and Permanent Homebuilders' Exposition (four floors of the Craftsman Building, in the shopping centre of America), enable us to practically guarantee sales instead of merely inquiries, for acceptable products appealing to the homebuilder or the homelover.]

THE CRAFTSMAN, Craftsman Bldg., 6 E. 39th Street
Hyman Askwith, Advertising Mgr. NEW YORK

of the history of the association.

Mr. Harris, speaking from thirty years of more or less close association with trade and technical publications, spoke with appreciation of the development of co-operation between publishers and their fields which has taken place only recently. Men are no longer afraid to talk about their business affairs, he declared. Editors of business publications are much closer than ever before to their public, which is a benefit to all concerned. Ten years ago, Mr. Harris said, he made an estimate of the buying power which was reached by eight leading technical publications by dividing their total circulation into the annual purchases of equipment and supplies of the concerns represented on their subscription lists. It came, approximately, to \$15 per subscriber. Three years ago it had risen to \$17.50 and to-day it is nearly \$20. That has come about through the increasing care with which circulation is selected. The speaker remarked, however, that there was some danger of overdoing the matter of selection, for buying power is influenced many times by persons in subordinate positions, and influence is not always indicated by the title a man happens to wear.

A PREDICTION FOR THE FUTURE

Mr. Harris concluded his remarks with a look to the future, and pointed out three possible lines of development for the business press. He frankly declared that some publishers said they were impossible of attainment, but he believed that they were coming, nevertheless. "The time will come," he said, "when the publisher of a business publication will state his circulation not only in terms of the total number of subscribers, their distribution and their standing in the trade, but he will also find a way to demonstrate the percentage of the total buying power of his field which is reached by his publication. The time will also come when the reading pages of business publications will be displayed, much as the ad-

vertising pages are to-day, instead of being set in plain, orderly columns of eight-point old-style type. And some day a system will be worked out whereby an advertisement may be made accessible at the exact moment when it is wanted by the purchaser, instead of being obliged, as to-day, to make its appeal as strong and striking as possible and then trust to the buyer's memory."

F. R. Davis, in his résumé of the work of the association, described its efforts in the direction of uniform circulation statements, uniform rate cards, a standard form of contract and standard sizes for technical publications, catalogues and bulletins. The accomplishments of the association were summed up as follows:

"The T. P. A. early declared for accuracy in circulation statements of facts, intelligence in analysis of circulation quality and a friendly introduction to the publishers' subscription methods.

"The T. P. A. early appreciated the value of co-operation as superior to coercion in achieving its objects.

"The T. P. A. early recognized the importance of high editorial standards in the business press.

"The T. P. A. has contributed its best to the upbuilding of the business press physically, ethically and financially.

"The T. P. A. has always opposed the admission of the clown as an advertising neighbor in the business press.

"The T. P. A. does not sanction the practice of dueling in settlement of competitive claims in the business press."

Preceding the dinner the annual business meeting and election was held. The following officers were chosen: President, Arthur Haller, American Locomotive Company, New York; first vice-president, Elliot Reid, Westinghouse Lamp Company, New York; second vice-president, W. B. MacLean, Otis Elevator Company, New York; secretary, C. A. Hirschberg, Ingersoll-Rand Co., New York; treasurer, H. M. Davis, Sprague Electric Works, New York.

Apparel Advertising

from head down-

Truly Warner

from skin out-



from foot up-

Regal Shoes



SHERMAN & BRYAN

Incorporated

ADVERTISING

79 Fifth Avenue, New York

208 So. La Salle St.

Chicago

Opportunity!

Because of the industrial inactivity of the nations now engaged in warfare. American Exports have greatly increased and a splendid opportunity is offered us to develop and hold this fertile field after peace is restored.

Do you wish to reach Merchants handling your line in Central and South America, West Indies, Australia, Italy, Spain and other Foreign Countries?

Can you meet the demand of our Dealers for American-made goods to replace their usual importations now unobtainable?

Have you material on hand which can be sold advantageously under present conditions?

Boyd's Special Lists

offer a quick and sure method of reaching these Prospective Customers at reasonable cost. Any line of business or profession in all parts of the world. Lists of Importers and Merchants handling Hardware, Drugs, Machinery and a hundred other lines, for Central America, South America, West Indies, etc., found in "Leaflet A," free to those interested.

Envelopes addressed—Circulars prepared. Send for particulars and for General Price List A-45.

Boyd's City Dispatch

List Department

21 Beekman St., New York

How Ingersoll Dollar Watch Did It

(Continued from page 8)

Bound up with the whole question of price-maintenance is the question of the righteousness, expediency and economy of quantity discounts to retailers. Not only does the quantity discount offer the retailers a strong temptation to cut prices, but, in the opinion of the Ingersolls, it is inherently unjust. The jobber is entitled to an extra discount because he performs important functions the manufacturer cannot so well perform, such as carrying credits, reaching out into distant territory and acting as an automatic go-between for manufacturers and dealers. It is not a discount for quantity, but for service.

The large retail dealers, on the other hand, who demand inside discounts, merely sell in volume. And they get paid for it in the profit on volume.

So far as the manufacturer is concerned, it looks like an "inducement" and inducements are not in favor at Washington. It is, therefore, a handicap both to the manufacturers who give such discounts and to those also who do not, when they come before Congress and the courts and ask for protection from price-cutting. They do not, to use a legal expression, "come into court with clean hands."

CUTS DOWN OWN SYSTEM OF DISCOUNTS

Would they not do well to throw it overboard and fight out the question of price-maintenance on its fundamental merits? The company thinks it foresees the end of quantity discounts, at least the grosser forms, within three or four years. It has cut down its own system of discounts to just two: any retailer who buys \$50 worth of goods gets an extra discount, and the advantage there is not great enough to lead him to overstock and be tempted to cut prices to unload.

The company sets claim to no special virtue for doing away with

the old system, because it found, when it came to study it in the light of criticism, that it had actually been losing money on it. Large buyers, like the chain stores, who were receiving the bottom discounts, had worked around to where they were asking to have the watches delivered by twos and threes, from day to day.

How many other manufacturers are losing money in the same way? It is notorious that many could not continue in business if they had to sell every dealer as cheaply as they sell "big business" in the retail field.

There was another and fundamental problem in the house's relation to the dealers which the price-maintenance fight brought strongly to the front. From the beginning the house had never considered that in any real sense it "sold" to the trade, any more than it "sold" to the Adams Express, which carried the goods. The watches, in its opinion, were not actually "sold" until they had been moved off the dealer's shelf into the customers' pockets and had gone to work telling time. The house wanted to help the dealers.

DEALERS LUKEWARM OVER "DOLLAR WATCH"

However, many dealers did not want at first to be helped. There was a period when it appeared to the jewelers that the dollar watches were being sold at the expense of the most profitable higher-priced timepieces. This was before they discovered that the company was not displacing the higher-priced watches, but was teaching the public to begin ten years earlier to carry watches, at ten years instead of 20, and was also sending new classes of purchasers into the jewelers' shops. Although the house always asked for prompt settlements, did its own repairing and prosecuted price-cutters, which led many dealers to feel it was "too independent," the great majority of jewelers came to recognize it as a favorable force in the field. They are selling 60 per cent of all Ingersolls sold to-day.

The experience did good; it opened the eyes of the house and



FRANK G. CONWAY

FIFTEEN years' experience in exploiting packaged specialties to the Grocery and Drug trades; picking and developing salesmen, shaping selling policies etc., gives him a broad-gauged, first hand grasp of actual needs in introductory sales efforts.

**Street
&
Finney**
NEW YORK

uncovered a new problem. Why struggle to "sell" the stores, when the stores were playing a perfectly automatic role and would sell, anyway, if the popular demand continued? Why not put the push where it was needed, either in speeding up the advertising or the dealers—*speeding* them up, not merely stocking them?

It was, in fact, not purely an advertising, but a dealer question. Everybody has been loading the dealers up and telling them in a more or less perfunctory way how to get out from under, but few manufacturers, if any, had sat down with them to try to see their problem through their eyes, explain away their difficulties and make them better business men and co-operators.



COLOR SCHEME OF TYPICAL CAR-CARD IS PART OF SELLING APPEAL

The Ingersoll company saw this by 1910, and realized that it meant the end of the "star salesman" theory. The man "who brought home the bacon" was no longer the sole criterion. A new type of salesman, who should be partly a student of local conditions and partly a guide, counsellor and friend to the trade, came to the front, or is being put there. The sales talk was systematized to make sure that all of the important facts were reaching every dealer. The sales territory was redistricted to provide for the more fundamental and intensive effort.

In the development of this plan reports on local conditions became increasingly important. They were sent in by code letter and carded. There were noted the number of dealers, both desirable and avail-

able; number carrying Ingersoll line; number carrying competitive lines; amount of window advertising, newspaper advertising, attitude of respective dealers, etc.

This was not difficult or expensive information to get and it helped at the home office by revealing high and low spots and the nature and causes of them, and it also helped in the field by getting the salesmen to recognize and cultivate sales-producing conditions.

From these reports and others there were made up salesmen's quotas. Past performances were figured in. The quotas, therefore, were not the same for all, and the salesman consequently competed, not against some other salesman, with a bigger, smaller or better-buying territory, but against his own "bogy." Against each town was set its grade with respect to amount of distribution and local advertising, the two things which count most in sales.

OFFICIAL MAKES AN INVESTIGATION

The value of such reports is illustrated by one instance. A member of the house was upstate recently and had to wait over two or three hours in a junction town. He occupied his time by strolling around and studying the trade conditions. When he returned to the office he reported the situation in that town as "not very favorable."

But the town card on file tabulated facts the officer had overlooked, and these facts, while confirming his report in part, showed a much more satisfactory condition than the cursory, unsystematic examination had suggested.

The new research work has hardly got under way, but it already has shown important results when coupled with the work on the dealer.

This work is based, as said, on the demonstrated need for it. The recent public investigations and

CARNEY & KERR, INC.

ANNOUNCES THE
OPENING OF OFFICES
FOR THE RENDERING
OF ADVERTISING
SERVICE. SUITE
1748 AEOLIAN HALL,
THIRTY-THREE
WEST FORTY-SECOND
STREET, NEW YORK.
TELEPHONE BRYANT 8377

EDWARD M. CARNEY
FREDERIC M. KERR
JAMES H. REYNOLDS



reports have shown the many wastes due to the present system of distribution. The outcry against the increase in the cost of living has been in many cases, rightly or wrongly, an outcry directed against the dealer.

"One of the main troubles," said W. H. Ingersoll, "is that the dealer's money is too often tied up in dead stock. Our investigations in a nearby State have shown us that nearly all the dealers in small towns are living off only 20 per cent of their stock. The rest of the stock moves slowly and sometimes not at all. We found one merchant who carries a paper inventory on his stock of \$60,000. The goods had cost that, but much of it is stuff 20 and 30 years old.

"The fundamental cause of these choked channels is lack of buying and merchandising understanding. Merchants like these buy according to the size of the individual profit, without stopping to ask themselves if they could not make many times that profit out of a number of other faster-moving articles of less individual profit. They think only of the item itself and not of its turnover.

SERIOUS MATTER TO ADVERTISER

"This is a serious matter to the advertiser whose goods are of the fast-moving nature, and he is anxious to remove the cause. The real cause is apparent: the dealer does not know his stock, does not know what is live and what is dead, how much it costs to keep the dead stock, how much it costs him to do business."

It was evident to the company that such a trade condition and such a state of mind were two of the greatest impediments to the development of its business. So long as the dealers continued to buy on the basis of one long profit taken once or twice over in a year, instead of a small profit rapidly and automatically repeating into a larger gross and net, they could not be of much help to the company or any other manufacturers of trade-marked and advertised goods.

There was an answer to this problem and it cost \$7,000 to \$8,000 to give it. It was in the form of the Ingersoll System of Accounting, which is a series of record forms for every important transaction in a jewelry store. By means of this system the dealer could keep in constant touch with all details of his business. Incidentally, he found out where his profit was coming from, and which part of his stock moved fast and which slow, and how fast and how slow.

He scarcely would have found the plan or adopted it of his own accord. Accounting systems mean more work for him. You could not sell him such a system, you could not give it away and know it would be used. The only way is for the salesman to take it personally to the dealer and explain it to him in detail and make him want it.

The company did that and in time got a splendid response. The salesmen saw the point themselves and they made the dealers see it and appreciate it as a real service. One dealer up New England way said he was willing to buy 200 Ingersoll-Trenton watches if he had to to get the system. He "wasn't sure the watches were any good, but he wanted the system to show him how to run his business."

Another dealer who had adopted the system surprised a fire-insurance company by sending in, after a fire, a very circumstantial claim for damages. The company inquired how he came to know his damages to a cent and was greatly surprised when he told why. It said it was the first of the kind it had known, and allowed the exact claim.

The new dealer-work goes further than accounting systems, and runs into two big, live problems, the ones that are before the organization to-day. The first is the problem of picking what the Ingersolls call the essential dealers, dealers who are actual or incipient "live wires," who are willing to work with the house and be shown how. There is no intention of restricting the representation, except as it restricts itself, but to

help the live dealers instead of wasting time, effort and money trying to brace up the weak ones. Attention will be given those stores first that show a desire to co-operate. This, again, is intensive work, a quickening of the pace for both dealers and traveling salesmen.

The company's salesmen will have to be specially trained for it, and the house is slowly working through sales conventions and correspondence toward the idea. When the marketing manager is out on the road (and he spends about a third of his time traveling) he goes out with the salesmen to watch the selling process, study the dealers, the stores, local and general conditions; does, in a word, what the salesmen them-

selves will naturally do later.

The selling process has been changed, but it is no less important than before and should not be taken as having been subordinated to research. The salesman still has plenty to say to the dealer, only it is less about watches than it is about selling plans, accounting systems, schemes to make and save a profit and matters of that sort. There is another thing that is close to the dealer's heart—price-maintenance. Nine out of ten dealers are alive to its meaning to them, and it is a recommendation of the highest sort that the Ingersolls have been among the foremost in the fight for a restoration of the uniform price. So the company's salesmen do not fail to point out to the dealers

Newark's Record of Progress

A Record of Progress	1900	1914	Per Cent. of Increase
Population	246,070	400,000	62
Taxable Valuations	\$148,834,805	\$402,358,792	170
Bank and Trust Co. Resources...	29,322,562	121,188,983	313
Savings Banks Resources.....	15,467,213	46,421,709	200
Building and Loan Resources...	8,025,138	37,169,673	362
Aggregate Resources Banks and B. and L. Associations.....	52,814,915	204,780,365	288
Capital Invested in Manufacturing	103,191,403	176,833,000	71
Value of Raw Materials.....	67,105,944	131,528,000	96
Value of Manufactured Product..	126,954,049	243,031,550	87
Life Insurance Co. Assets.....	95,983,799	448,489,486	367
Fire Insurance Co. Assets.....	7,794,503	20,519,846	163
Pieces of Mail Handled.....	59,523,900	154,000,000	158
Passenger Movement by Trolley..	69,282,833	165,000,000	138
Freights Received and Shipped by Rail	1,957,005	5,316,460	171
Freights Received and Shipped by Water	1,370,724	3,125,319	135

Ask a resident of Newark, New Jersey, the name of his favorite newspaper, the one he follows from day to day.

Similarly ask a resident of any suburb, namely, Bloomfield, the Oranges, Montclair, Belleville, Morristown, Summit, Madison, Millburn, West Hudson towns and others, his or her favorite newspaper.

The answer invariably will be the

Newark Evening News

(Always Reaches Home)

Eugene W. Farrell, Adv. Mgr. and Asst. Gen. Mgr., Home Office 215-217 Market St., Newark, New Jersey.

O'Mara & Ormsbee, Inc., General Advertising Representatives, Brunswick Building, New York City; Tribune Building, Chicago, Ill.

Frank C. Taylor, New York Representative, Brunswick Building, New York City. Circulation records open to every advertiser or prospective advertiser.

Newark will celebrate its 250th Anniversary in 1916

the attitude of the house on this important question and how it is working, not only with other manufacturers, but also with the retailers through the American Fair Trade League and in other ways.

The other problem is that of extending the territories.

"There are probably from 100,000 to 120,000 dealers carrying our goods," said the marketing manager. "The dollar Ingersoll is probably the most widely distributed specialty in the country, outside of the grocery field. We have 60,000 accounts on our books, though not all regular buyers. And yet we have never traveled our salesmen to towns of less than 1,000 people. So that any direct representation from us has been confined to one-fourth or one-fifth of the country's area. Of course, this territory is the more densely populated, but the fact remains that we have not so many accounts as we ought to have.

"The problem is complicated by the jobber situation. We sell partly through the jobber and partly direct. The jobbers are of great help to us in many ways. But the demand for the watch has been created entirely by the house. Practically all of the accounts have been opened by our own salesmen. Afterward the business naturally gravitates to the jobber. Four-fifths of it has already gone there.

"That is all right and we would not complain if the jobbers would only help promote the business, push into new territory and open up new accounts, and also not, as some of them do, cut the prices to retailers and help them to cut. We want the jobber's co-operation in stiffening the retailer's backbone and making a better business man of him. We try to help him by getting him to take the discount or buy net in 30 days, but the jobbers are extending 60 and 90 days' credit, with renewals.

"We know the jobbers feel they must do this, both from the nature of the field and by reason of the competition, but we believe it to be a mistaken policy which will further weaken the retailers and make many of them even more

of a drag on the jobbers than they are now. There are penalties in this long-distance banking which will eventually grow and burden the jobbers, and it is to the interest of all of us that they be removed as soon as possible. The problem has not been solved and I do not know when it will be, but it evidently has got to be some day, because of the enormous waste there.

"We cannot depend, then, on the jobbers in getting into these small communities of less than 1,000 in population and arranging for energetic representation. We must do it ourselves. But how? These small towns are some of them miles apart on the railroad, some have only one train a day, and some are far from the railroad.

"The one or two dealers in each of them could stock only a dozen or so articles, the profit on which would be already eaten up before the Ingersoll salesmen reached the town. But there is other business to be had in the town and we have other watches in our line. We might even extend the lines, or arrange for our salesmen to carry side lines.

"Even then it would be impossible for the salesmen to make the towns more than once a year or so under ordinary conditions. They could not depend on the trains. They would have to use automobiles. We are trying out automobiles now in one or two sections to get a line on the cost and net results. We are experimenting along that general line."

ANALYSES OF SALES STANDARDS

In these days of aspiration for scientific management every executive is trying to get his business on a measurable, analyzable basis. The original unit of comparison for determining this almost always has to be the productiveness of the individual salesmen. Afterwards the measuring-stick is the territory. The Ingersolls are now coming to the third standard, units of population; a variation of the territorial idea, but yet a variation. The company now sells 46 or 47 watches per thousand of

PARSONS

OLD HAMPDEN BOND

A high-grade paper says the salesman—then you make sure with the **PARSONS** Paper test.

—this little book, "*How to Test Bond Papers*," includes a series of simple tests which give you real knowledge in paper buying. The same tests our paper men use are here shown in simple, understandable form. This book is mailed free to any paper-buyer who will write for it on his office stationery.

We also send you samples of *Parsons Old Hampden Bond*, made in 10 colors, which can be had from any printer. Write today for "*How to Test Bond Papers*"—and compare *Old Hampden* with the Bond you are using now.

Ask your Printer about **OLD HAMPDEN**
PARSONS PAPER COMPANY, HOLYOKE, MASS.
 Paper Makers Since 1838. Makers also of Parsons
 Scotch Linen Ledger

The World Film Corporation Wants a New Type of Salesmen

The World Film Corporation under the direction of Mr. Lewis J. Selznick, Vice-president and General Manager has in one year grown to be one of the strongest and most progressive of the film corporations. It has grown because we have helped the exhibitors to advertise—have shown them how to conduct their business more successfully.

This has been the first of the film corporations to apply business methods and the systematic training of its sales force.

We need a new type of salesman who can go to a theatre in a town that is not producing sufficient business and help to make it the liveliest theatre in that town.

We want husky, healthy, ambitious college men who have already worked up to the position of assistant salesmanager, manager, or star salesman for some large manufacturer that advertises nationally and helps his dealers sell what they buy.

The film business is the fourth largest business in America. It has wonderful possibilities.

If you know you are a superior business creator start with us as a salesman—learn the business. There are many high salaried positions that we need men to fill.

Do not apply unless by past achievements you know you can produce the greatest results and have the capacity of growing into a business executive. For such men there is practically no limit to the success within their reach.

A month ago we brought in four \$100 a week men—star creative salesmen. They have already started to win their places in the sun with a liberal advance.

You will be put in our school for a couple of weeks. Then you will be sent out locally with the best salesmen that we now have, and after you have passed your final examinations you will be sent out as a junior salesman.

Apply by letter only telling your whole story to

Director of Sales

WORLD FILM CORPORATION
130 W. 46th Street, New York City

population; two or three per 1,000 in secluded sections, 100 or more per 1,000 in cities, but about 46 or 47 per 1,000 the country over. But how much *ought* it to sell?

To know the number of watches sold per 1,000 and the cost per 1,000 gives a much broader and sounder basis than the other way. We ask how many can be sold. The life of the average watch is so many years, and in that we include breakage and loss. Replacement is so much, competition is so much. The relations of wealth and poverty, of factory and commercial and agricultural communities, are all figured in. Averages are found for State, sections and the country as a whole.

With these in hand we can turn around and make local investigations with entirely new and highly important resources of inquiry. Why are the sales per thousand greater in this place than in that? Why should it cost more to make fewer sales there? Territories show up in new light, in better focus, and we can see whether the need is primarily for one kind of help or for another, this kind of appeal or that.

The sale of Ingersolls is, as said, 46 or 47 per thousand; the sale of all other watches together about 30. The problem of increasing the number of sales per thousand of their own watch, increasing the ratio of sales to those of the other watch and decreasing the cost per thousand, or, rather, the problem of getting the sales campaign over on that basis, is receiving more attention from the sales executives of the company than any other single question.

It is, of course, intimately related to the advertising campaign.

"As soon as we are able to pick out communities," said W. H. Ingersoll, "and know exactly how much advertising comes into them from the outside and how much is used inside and the kind of stores they have and what the buying power and buying habits are we shall have a scientific basis for calculation.

"Although we have been dependent on advertising for the growth and development of our business,

have been investing from \$100,000 to \$250,000 a year in advertising, and have naturally been intensely interested in all advertising questions for many years, we have never been able to give to the matter of copy the attention it deserves. We have been busy on other parts of the advertising proposition, giving the goods their value, getting a wide distribution for them through the sales force, training the sales force to help the dealers, trying to preserve the uniform price, organizing and systematizing the sales force and advertising force, and so on.

"We have sought light on the copy question and gone outside for it, not only to the established agencies, but through associated club work and research, particularly that of the Advertising Men's League and its endowed research at Columbia University, and lectures by men of science, such as Professors Hollingworth and Parsons.

COPY EMBODIES NEW-FOUND PRINCIPLES

"Our advertising copy has been prepared in harmony with the well-known principles brought out by them. The principles are very general, of course, and leave a great deal of latitude in their application, and consequently room for improvement, but I believe we are on the right track."

One of the most interesting of the experiences of the company has been an advertising one. It came late in the history of the company, only four or five years ago. It had acquired the Trenton Watch Company in 1908. This company had a line of watches retailing at from \$5 to \$19. The Ingersolls had been increasingly sensible of the growing cost of marketing a single specialty, and had at length concluded to add some higher-grade watch than the one-dollar or two-dollar varieties they were making, and by this means distribute the overhead and selling burdens. It did so in the Trenton line.

And now followed one of those remarkable experiences, not uncommon to advertising and yet

always surprising and interesting. The taking over of the Trenton line was a great departure. It was believed to mark a turning point in the Ingersoll business and in its character, and preparations were made, dictated by the success of the dollar-watch campaign, to crowd a decade's normal development into two or three years by the use of generous and intelligent advertising. The house had been investing \$150,000 a year in advertising the dollar watch and it was resolved to lay out \$100,000 a year more on the Ingersoll-Trenton, as the new line of watches had been named, going into a periodical list with large space, and backing it up with trade-paper announcements, newspaper electros for the dealers and store and window signs.

AN UNEXPECTED RESULT

The campaign was as carefully planned, well in advance, the copy was as scientifically prepared to fit the higher-priced product, and the dealer-work as thoroughly done as organization and system could suggest, and yet at the end of the two-years' effort and the extra expenditure of \$200,000, as described, the net result was only just to faintly move the \$5 to \$19 Trenton business.

But it helped to *double the dollar-watch business!*—a business 17 years old and already firmly established. What a tremendous evidence of the power of a good will in a name!

How could you possibly explain it? Did people simply glance at the ads, catch the name "Ingersoll" and say to themselves, "Oh, yes, we've seen that before," and turn away? Was all the fine art work and thought lavished on a high-grade proposition, all the "psychology" and "science" put into it wasted, so far as the \$5 to \$19 class of watch-buyers was concerned?

Not necessarily, but the experience did show a difficulty in combining the two ideas. In view of it, it was thought wiser to let one idea stand for one thing and the other for the other thing. The new watch thus became simply

the Trenton and is now so advertised.

As the amount of its appropriation shows, the company is a liberal user of advertising space. It uses monthlies, weeklies, trade papers, farm journals and class papers. Painted bulletins are also freely used.

The character of the dealer-work and the house's policy in respect to it are shown by the newspaper electros and cards sent out to the dealers on request. Most of these do not mention the watch or manufacturer at all, but aim to give the dealer's own message a better expression, better copy, type and design than he could possibly get in his local newspaper office.

One or two of the series of ten or twelve newspaper ads may mention the Ingersoll watch in the body of the text, but without emphasis, and there are others frankly all-Ingersoll ads, with a place left for the insertion of the dealer's name. The first kind of electros would, as the most prejudiced dealer must see, add luster to his local reputation, and should dispose him kindly towards the house that provides them, as well as give him greater respect for the art of advertising and for national advertisers.

The same idea is carried out with the window and store cards: the name of the manufacturer appears on few of them; most are to help the dealer directly and exclusively. It is a diplomatic and economical means of co-operating with him and inviting him to co-operate with you.

The company is a strong believer in window display, but prefers to provide the dealers with permanent display fixtures, stands, easels and what not, rather than temporary cut-outs and cards. It has a number of the former in attractive designs which are widely used and is continually adding to them.

No more interesting part of the house exists than the organization of the advertising department itself. The routine here is systematized seemingly to the last notch, and even the part of the efficiency



an Artist and an Ad-man

now employed in New York City, by a national advertiser, seek a broader field, and a wider opportunity for their creative powers.

THE ARTIST

is 32 years of age; American; married; has had 15 years' artistic and commercial training.

He is experienced in the processes of engraving, printing, and lithography, and has worked for New York's best printing houses.

He has planned, designed, and illustrated catalogs, booklets, house organs, etc., for prominent national advertisers, among them being six leading automobile manufacturers, several railroad and steamship companies, engineering houses, banks, food specialty houses, clothiers, etc.

He has been art director to reputable firms, on one occasion superintending a staff of 22 artists.

He has illustrated stories for the Saturday Evening Post, Century Company, etc.

His work is artistic and strong—it brings results. He has samples, letters and references to prove it.

THE AD-MAN

is 31 years of age; American; married; has had ten years' training as reporter, investigator, copy-writer, and advertising manager.

He is strong on sales analysis, plans, and the details of campaigning; has handled a sales force, and knows something of retailing—but his forte is direct advertising.

He has worked for four New York houses—two of them national advertisers—and has handled almost every kind of advertising, other than outdoor publicity.

He is a capable buyer of paper, art-work, engraving, and printing.

His methods are forcefully direct, and his results evidence thoroughness.

To the right party he is ready to supply samples, references, and full information concerning his ten years' work. He has documents to prove the selling power of his product.

These two men have collaborated with each other for years, and want to continue this productive arrangement if possible. As a team they have a unique service to offer a national advertiser, or a well-known house, specializing in the production of high-class advertising. Principals only are invited to communicate with them in confidence.

"A. A.," Box 275, care Printers' Ink, New York, N. Y.

Your Neglected Product May Become the
Chief Profit Producer

New England

(The Land of Trial Campaigns)

You may have read in the April 8th issue of *Printers' Ink* how a half-hearted try-out by R. N. Chipman of the Atlas Preservative Co., revealed a big waiting market.

You manufacturers who have a list of products may find through a try-out that you have another "Uneeda" or "Tip-top" that is now "born to blush unseen and waste its sweetness on the desert air."

Look over your products again, pick out something that looks good—because it is good—then make a trial in the

Daily Newspapers

such as you will find undersigned below. This section with its wealth, density of population, people quick of appreciation, is the one ideal spot in this country for such a try-out. It will not cost much and when you are sure you are right you can go ahead with safety and profit.

12 Winners

HARTFORD, CT., COURANT
Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414.
Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD
Daily Circulation 7,000.
Population 37,265, with suburbs 60,000.

WATERBURY, CT., REPUBLICAN
Daily Circulation 8,783.
Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS
Daily Circulation 20,944.
Population 58,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

MANCHESTER, N. H., Union and Leader
Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM
Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS., Standard and Mercury
Daily Circulation 23,679.
Population 97,000, with suburbs 120,000.

SALEM, MASS., NEWS
Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION
Daily Circulation 29,591.
Population 100,000, with suburbs 250,000.

WORCESTER, MASS., GAZETTE
Daily Circulation 24,626.
Population 160,123, with suburbs 200,000.

which comes out of chance and occasion and inspiration is being drawn into the system.

All advertisements are tested on groups and classes and dealers before being run. Close association between the different departments is provided for. Idea-traps in the shape of memorandum system, automatic memory-tickler, and idea and data file are in use. These instances indicate some of the workings of the system.

The most novel and interesting part of it is the provision for an "accounting for intangibles"—that is, these same ideas. When not immediately used, the ideas are "charged into" the idea asset account and "credited" to the staff member contributing them. As they are taken up for action, they are charged to the one who is to do the work. The assignments are made on regular invoice forms. The individual is billed with the commission. The only way he can "pay the bill" is to deliver the work and get the bill receipted.

Monthly statements of the standing of the asset and individual's account are made up and disclose many of those obscure conditions which would otherwise not come to the surface.

The plan has been in operation for two or three years and has worked in a thoroughly satisfactory way, showing what members are doing the constructive work of the office, along what lines the thinking tends, etc. It is a necessary part of the whole system, which must, in addition to performing its current duties, make the necessary preparation for the larger work ahead.

The system and its underlying principles are further indicated by these extracts from a copyrighted pamphlet on "Organizing and Systematizing an Advertising Department," which was edited for the American Multigraph Sales Company by W. H. Ingersoll. Mr. Ingersoll says in part:

"The wide range of activities of an advertising department of any size involves such a varied and complex lot of duties, with such an immense volume of detail

There is no lost motion when you use the

PORTLAND (MAINE) EVENING EXPRESS

Because it is in the jobbing Center of Maine.

Because it is the only afternoon daily in Portland, Maine.

Because it has more circulation than all other Portland dailies combined.

Because it goes into about 90% of the homes in Portland and flows out into the suburbs going into most every newspaper-reading home in close proximity to Portland.

Average circulation 1914

20,944 net

In volume of all kinds of business the Express leads them all and justly

JULIUS MATHEWS, Representative.

The Courier-Citizen Lowell, Mass.

In its government report of April 1st shows circulation of 16,182.

Everyone of these papers has an advertising value for it is Home Circulation delivered to families of intelligence and of purchasing ability.

It is not dependent on fluctuating street sales.

Salaried Representatives;
Bryant, Griffith & Fredericks, Inc.
New York Chicago Boston

"Over Half a Million Lines Gained in Half a Year"

For the Past Six Months
(October—November—December
—January—February—March)

The Washington Herald

GAINED IN PAID ADVERTISING

103,632 Lines in October, 1914
131,401 Lines in November, 1914
103,609 Lines in December, 1914
88,336 Lines in January, 1915
72,222 Lines in February, 1915
47,394 Lines in March, 1915

546,594 Total Lines

This Remarkable Advertising
Growth Is On the Basis of

Over a Million Lines Gain Per Year

The **HERALD'S** Circulation
is the Only Circulation of any
Washington Newspaper Sold on
an Absolutely Non-returnable
Basis and Audited by

The Audit Bureau of Circulations

The S. C. BECKWITH SPECIAL
AGENCY
New York Chicago St. Louis

MEDICAL COUNCIL

Most Widely Circulated

Medical Monthly —

Medical Council is a power
with the medical profession—be-
cause of this particular quality—

The plain, practical, solid,
helpfulness of its reading matter
in the physician's every day
work.

Medical Council's readers are
uniformly the busiest, most pros-
perous "family physicians"—
leaders in their communities.

Average circulation each issue
1914—28,000 copies; January
1915 issue—31,500 copies; sworn
statement on request.



Only honest
advertising of
high character
accepted.

Ask your Agent
or write us at

420 Walnut St., Philadelphia.

to be remembered, that time and money will be saved by thinking out once just how everything is to be done, and committing the routine to paper in the form of a standard practice manual. This can be done by requiring each employee, in the early stages of the organizing experience, to make note on the card list of duties assigned to him, of every item and operation found necessary in the discharge of those duties. . . .

"One thing from which many advertising departments suffer is isolation. They are not intimately enough in touch with the rest of the business to be able to reflect the institution whole-heartedly.

"Instead of being left to chance, the time of the responsible head of the advertising department should be organized to include systematic conferences with the heads of other departments and to be present in the general conferences where plans and progress are discussed, so that the house spirit may be breathed into what he produces and interpreted to those who assist him. . . .

"The questions which are never answered constitute another and often unrecognized advertising problem, resulting in a drifting instead of a controlled administration of the department. . . .

"The organization and system of the department, therefore, ought automatically to provide that nothing be undertaken without being accompanied by the best efforts that can be devised for measuring the effect produced.

LABORATORY IDEA IN ADVERTISING

"The 'test-tube' method of laboratory procedure is adaptable to the advertising department's problem of eliminating the less desirable of the possible alternatives before it. . . .

"Similarly, the advertising department, by listing its unsettled questions, can establish a little experimental or research bureau, to be working always a season in advance of the main campaign; the advance guard, as it were, of the main army, exploring the field and charting the way.

"Thus, just as the chemist avoids wasting a large vat of materials in perfecting his compound by doing the same thing in his test-tube, so that advertising department by miniature campaigns can find out which are fruitless and conserve the main appropriation for its most effective use. This is equally true as to the three divisions of the department's work, i. e., the message, the choice of the prospective purchasers and the mediums to reach them.

EXECUTIVE MUST HAVE CLEAR PERSPECTIVE

"To see things in the large is essential to good management of the advertising department. The executive head needs to keep his perspective clear. Although he is an active participant in the 'game,' it is necessary for him to have as well proportioned a view of the whole operation of his department as the spectator on the sidelines has at a football match. . . .

"Graphic charts may be devised for any character of data and show in visualized form important relationships which cannot be gotten in any other way, nor can so much information be gotten in such limited space by any other method.

"The vital statistics of a business or a department, like the vital statistics of a nation or a government, may best be concentrated for preservation in the form of graphic charts."

Every organization must more or less reflect the times, and the Ingersoll company does the same. In the days when pioneering and personal salesmanship were the prime essentials, its founder was one of the most aggressive salesmen in the land, and was so recognized. The years have brought success, size and new problems. The important thing now is the control of the conditions that control sales. Personal salesmanship is too slow. The field has to be cultivated, the dealer has to be helped, the public has to be educated. Hence, all this organization, system, research, preparation, experiment on a large scale. The moral is to be found in the results.

Automobile Advertising In Pittsburgh is the best in the "Gazette Times" Sunday "Chronicle Telegraph" Wednesday

The advertising and news is featured on these days and you can have the flat combination commercial rate of 22½ cents per agate line if you use the same advertisement in both papers.

For further information or co-operation write

URBAN E. DICE

Foreign Advertising Manager
Pittsburgh, Pennsylvania

J. C. WILBERDING
225 Fifth Avenue
New York City, New York

THE JOHN M. BRANHAM COMPANY
Mallards' Bldg. Chicago, Ill.
Chemical Bldg. St. Louis, Mo.

Ideas

in typewritten
form without
any obligation
on your part;
or in sketch
form at a nominal charge.



Advertising Illustrations

CHARLES DANIEL
FREY COMPANY
Monroe Building Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, APRIL 15, 1915

The Price-Maintenance Issue Squarely Joined

We are inclined to think that the firm of R. H. Macy & Company is doing a rather important service to the advocates of price-maintenance. That may seem like a startling statement for PRINTERS' INK to make, yet, in standing to its guns and maintaining its position, the leader of the price-cutting element is forcing to an issue a question which might otherwise be permitted to keep on going by default. We printed last week an open letter from the Macy concern, in which its contentions are plainly stated. We believe that the manufacturers of branded goods can refute the arguments therein contained, but it can only be done by meeting the issue squarely. The time has gone by for reliance upon such subterfuges as patent rights and implied contracts.

Any system of price-maintenance which is adequate and permanent must rest upon the foundation of public policy. If the manufacturer of branded goods is to enjoy privileges which are not extended to the manufacturer who

does not brand his product, it must be demonstrated that such a discrimination is in the public interest. It will not suffice to show that the manufacturers *want* such a privilege, nor that a multitude of small retailers demand it. The question to be answered is this: Will it benefit the public to prevent a few purchasers from buying goods at a reduction, in order that the standard of the goods may be maintained, the widest possible distribution secured, and the greatest number of people enabled to purchase the goods at a reasonable fixed price?

In order to answer that question, three things must be proved: (1) that there is an essential distinction between branded and unbranded goods, to the advantage of the former, (2) that competitive conditions prevent the making of exorbitant profits, and (3) that price-cutting actually does tend to reduce the value and hinder the distribution of the branded goods. We repeat, those things must be proved with facts which go directly to the question. Little will be accomplished by claims or assertions or arguments beside the point, such as reflections on the *motives* of the price-cutters, for example. The issue, as we see it, is fairly clear, and it must be met with clear-cut reasoning.

The Trade Commission's Opportunity

The new Federal Trade Commission begins its work with a clean slate; it has no precedents of its own making to stumble over, no past rulings with which its future policy must be consistent. It is not committed to anything except, in the words of the statute which created it, to prevent unfair competition. It has made no rash promises as to this, that or the other thing, which its members must strive to keep in order to save their official faces. Its opportunity for constructive service is not forced to drag the chain of a past record of destructiveness. Business men may find in those facts some quite substantial crumbs of comfort.

Will the Trade Commission fol-

low a constructive policy, in contrast to the policy of attack and disintegration which has been pursued by the Department of Justice during the past few years? It is quite possible that it may; indeed we think it quite likely. The change in the public temper with regard to "big business" has been very marked—so marked in fact, that it has called forth an expression of reassurance from no less an officer than the President of the United States. The people, tired of the incessant din of the muck-raker, have begun to appreciate that there is a difference between regulation and oppression. They are beginning to understand, in the words of President Vail of the American Telephone & Telegraph Company, that "no corporation, any more than an individual, can be bound hand and foot and yet be active or give good service." They are beginning to notice such facts as are set forth by President Carlton in the annual report of the Western Union Telegraph Company:

"The Western Union Company is now subject to the authority of forty-three public service commissions, and twenty-three workmen's compensation or industrial commissions. Besides voluminous reports to these commissions, the company has also to prepare 3,100 annual reports to tax authorities, these reports being further subdivided by taxing districts. In all, there are required *not less than 17,700 statements to the public authorities.*"

Government regulation of business is undoubtedly here to stay. But there are signs that Government harassment of business is passing. The Department of Justice has not fared very well in its latest anti-trust cases. The case against the National Cash Register Company has been sent back to the District Court, the United Shoe Machinery case went squarely against the Government's contentions, and the Attorney-General has been obliged to meet the appeal of the International Harvester Company to the Supreme Court by citing, *not* what actually has happened, but what *might*

happen in a hypothetical case. But the Department of Justice is committed to a policy; it is tied to its precedents. Consistency demands that it proceed along the lines it has laid out for itself, or admit that many of its cases ought never have been brought.

The Trade Commission, however, is in no such situation. It is not compelled by any precedent to consider conspicuous prosperity as *prima facie* proof of unfair trade methods. It has the opportunity to do the country a lasting service by inaugurating an enlightened and constructive policy. We earnestly hope that the commission will prove as big as its opportunity.

The Olive Growers' Flank Movement

The recently formed association of California olive growers gives promise of a campaign of sales and advertising which will standardize a natural product which has long gone begging in its home markets. The first manifestation of the campaign was the designation of March 31 as "Ripe Olive Day." The inauguration of another "day" is not in itself of much importance, but this particular enterprise is conspicuous as an illustration of how the application of a little merchandising common sense will sometimes solve the toughest problems.

California olives, we are told, have for years been a drug on a market which would recognize only the imported article. Attempts to dislodge the Mediterranean olive in favor of the domestic product met with repeated failure. The conservative American consumer was thoroughly convinced that the olive was a foreign product, and the task of converting him by main strength seemed well-nigh insurmountable.

A flank movement, however, turned the trick. It occurred to somebody that if it was impossible to sell the green olive in competition with the foreign product, it might be feasible to market the *ripe* olive. Not only is there no foreign competition in ripe olives, since the Mediterranean olives

for export must be picked before frost, but there are plenty of good arguments in favor of ripe olives as against the green fruit. The purpose of the new association of growers is as much to maintain the standard of the product as to promote its sale, which is additional evidence of sound merchandising principles.

We would remind our friends the olive growers, however, right at the start, that neither the passing of resolutions, nor the circularizing of the trade, nor the setting apart of a special "olive day" will, of themselves, convince the public that it wants California ripe olives. Buying habits are not changed by half-way methods—as the experience of another California association, that of the raisin growers, has demonstrated. The consumer must be effectively reached, and it takes advertising to do that. No other method will carry the arguments where they will do the most good.

A Railroad Seeks to Direct Public Thought

In combatting the popularity of the jitney 'bus, railways encounter a new kind of problem in advertising. They can't very well elaborate on the real cause of their opposition to the jitneys, which is that the 'buses are making inroads on the railways' receipts. People would not be interested in this feature; and, if it did interest them, a proportion of them would not be unwilling to see the car lines suffer a little. Street-car companies are not generally listed very high up in the scale of popularity by the multitude.

How, then, can the public be made to see the dangers that lurk in the continued rapid growth of this form of irresponsible transportation?

It is possible that the Portland, Ore., Railway, Light and Power Company has hit upon the way. This company started its campaign by reproducing in a full newspaper page several dozen headlines from newspaper articles derogatory to the nickel 'buses. "Why Such Irresponsibility?" the adver-

tisement is headed, and some of the headlines quoted are "Jitney Passenger Hurlled to Death," "Four Injured in Jitney Coaches," "Jitney Thugs Maul Two," "Says Jitney 'Buses Are Moral Menace."

Not a word to put the street-car company in a wrong light with the readers. It is left for the latter to figure out that their own interests are put in jeopardy by the jitneys. The public may convince themselves of the essential error of the nickel-'bus system, having their minds pointed in the right direction by the Railway, Light and Power Company, whereas it would perhaps be exceeding difficult to lead them to any stand at all if they thought the Railway, Light and Power Company desired it.

Just now the car company is trying to laugh the jitney out of existence. A series of pamphlets is being issued, one a week. The following verse appeared in one of them:

"Ramble, ramble, little jit,
Never minding what you hit;
Crash 'em, smash 'em, all the while;
Soak a hundred every mile."

Ridicule is a powerful weapon—perhaps it may be used successfully in this sort of advertising. The Portland Car Company is wise enough to realize that the situation demands methods of handling other than those that would ordinarily be used. Railroads seeking reform measures may be helped by straight-out advertising more than by any other means at their command—provided always that their case is sound.

Fawcett Business Manager "Times-Dispatch"

J. W. Fawcett, formerly advertising manager of the *Evening Times* and the *Press*, Philadelphia, and the *Birmingham News*, and until recently one of the publishers of *Club Life*, Philadelphia, is now business manager of the *Richmond Times-Dispatch*.

Washington "Herald's" New Representatives

The S. C. Beckwith Special Agency has been appointed advertising representative of the Washington, D. C., *Herald* in the foreign field.

Selecting Magazines

Contents

The contents of any publication is a mirror reflecting its class of readers positively. To know which magazines to use is the simplest of problems. Read them straight through from the reader's view point. You can readily judge by their literary or pictorial contents the mental class to whom they appeal. *The matter in LIFE would prove deadly dull to any but people of superior intellect.*

Price

The price a magazine sells at proves the purchasing ability of its readers. *LIFE sells at 10c per copy or \$5.00 per year, cash in advance. Beyond question its readers can afford almost any reasonable want.*

Policy

Is it a spineless, pliable thing just existing in spite of itself or is it a magazine which the readers want because it serves a real purpose? *LIFE'S readers have faith in its editorial policy.*

Reliability

Is it a magazine whose editorial, circulation and advertising methods can be molded according to the best bargain driven? *LIFE'S editorial voice is unpurchasable, its circulation and advertising price is unbreakable.*

Circulation (quantity)

It is a simple matter to learn the circulation in numbers of any magazine. *LIFE will furnish a sworn audited statement at all times.*

Circulation (how secured)

Is it a magazine which must give inducements in order to sell itself? If so, it means secondary reader interest and third rate value for the advertiser. *LIFE sells on its merits, no premiums or clubbing arrangements. First value for reader and advertiser.*

Judge any medium on the above basis, mix with old fashioned common sense and you cannot make a mistake in selecting your mediums. Space of real advertising value must be paid for just as the advertiser's goods must be paid for at full face value.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

Death of W. R. Nelson, of Kansas City "Star"

Editor and Publisher of Kansas City "Star" Passes Away at His Home—Under His Thoughtful and Vigorous Direction His Paper Became Influential Over Entire Country

WILLIAM ROCKHILL NELSON, editor and owner of the Kansas City *Star*, and everywhere recognized as one of the ablest and most successful publishers in the country, died on April 13, aged 74 years.

Mr. Nelson had been in ill health several months and had been confined to his home since December.

Mr. Nelson took an active part in the management of the *Star* up to about a month ago. Until then members of the staff gathered at his bedside several times weekly to discuss with him questions of editorial policy. At these conferences he would dictate editorials and outline ideas for cartoons and feature stories.

He once declared that reporting was the most important factor in making a newspaper.

"I don't believe in essays," he said. "And a man who writes editorials ought to know what he is talking about."

Always eager to keep his paper in the front rank he once told his friends in a humorous moment that, "One consolation of failing eyesight is that I can't see the defects in my paper."

He aimed his paper at the women for he reasoned that men will read what women are interested in, but that few women will read the news that interests men exclusively. Once while agitating for the closing of saloons on Sunday all of the liquor advertising was removed from the *Star*. Since then there has been no liquor advertising permitted in the paper.

Mr. Nelson was universally known as "Colonel," a title conferred on him by his friends. He was born in Fort Wayne, Ind., and

was nearly 40 years old before he founded the *Star*. The early part of his life was spent in bridge building, and he made and lost a fortune as a bridge contractor.

In 1878 Colonel Nelson, with Samuel E. Morss, bought the Fort Wayne *Sentinel*, and after conducting it a year sold it at sufficient profit to start the *Evening Star* at Kansas City. The paper soon became a power, not only in its home city but also in the whole Middle West. Colonel Nelson was editor-in-chief, and the paper was stamped with his dominant personality. He always wanted to dominate. He once said:

"I've tried at times to be gentle and diplomatic, but I've never done well in my stocking feet."

Colonel Nelson headed many progressive movements for developing the city in which he lived. Above his desk was this slogan: "To make Kansas City a good place to live in."

He was, withal, a good deal of a mystery to the people of Kansas City. They would see him going to his office or to his home in his automobile and observe the great bulk of the man but that was all. They knew more of him as he was expressed in his institution than any other way.

In the early days of the *Star*, Colonel Nelson spent 18 hours a day in the office. His desk was among those of the editors and reporters—he would not have a private office.

He established a summer home at Magnolia, Mass., and, it is related, built a schooner there. He made changes in the boat that the builder did not like, but the changes were made. Nelson entered his boat in a race and won the race. The incident is characteristic of the man. He raised prize cattle with the same facility.

Art, shorthorn cattle, tariff, or any other subjects were discussed by him freely and thoroughly. He liked to live, to eat, to sleep, and he is said to have been happiest when in the company of his friends.

Colonel Nelson's fortune was recently estimated at anywhere from \$7,000,000 to \$15,000,000.

How Long Should Good Advertising Be Remembered?

Some Reflections About Length of Mental Impression Made by Copy

By Gridley Adams

Adv. Mgr., Stewart-Warner Speedometer Corporation

SO many times we have heard the old Stone Age stuff pulled off, such as having a man tell you that the advertisement he had just seen was one of the best that ever came to his attention, and then when you asked him what it advertised, he was unable to tell you. (Business of ha-ha-ing).

A number of advertising men have recently been giving consideration to various phases of advertising. One of these phases is blotter advertising.

An advertiser, while discussing this question with an advertising agent some time ago, was asked by the agent to state the article advertised on the blotter on his desk. Although he had used the blotter for months, he was unable to recall the message. Naturally, the agent indulged in a little quiet enjoyment, the fact of which he did not, however, entirely conceal. A few months later the agent asked the same question again about the same blotter, and again the advertiser was unable to recall the message. And so the impression has grown that a blotter serves its intended utility purpose and thereby holds its place upon the businessman's desk, and yet he uses it without grasping the message.

AN OLD CATCH QUESTION

In this connection, and to emphasize this point, comparisons were drawn to advertising novelties, such as calendar pads, paper cutters, etc., and the opinion of some of the advertising men indulging in this round table was that if these were of utility value they would be retained and used, but that the utility value subordinated the advertising message. And one advertiser asked another to name offhand the advertiser who furnished any one of the blotters, calendars and novelties which had

been on his desk for the past few weeks.

All of this matter has been used more or less quite effectively in the argument against almost every phase of advertising.

And yet, does this indicate anything?

You hear a joke to-day and it is so clever that you are convulsed with laughter. The next day perhaps you cannot recall the joke sufficiently to repeat it. Does this indicate that the joke was not clever, and that you were an idiot to laugh at it the first time you heard it?

Often you are asked who the candidate was for the vice-presidency on a defeated ticket at the last national election. And when you fail to recall it, they sometimes ask, "Well, what's the use of advertising; his name was in every paper, and on banners all over the streets and in windows for two or three months; and yet you have forgotten it?"

Well, does this indicate that he was not well advertised?

Does not all this argument about something which has impressed you so well at one moment, but which you may have forgotten the next day, only tend to show that you would be a prodigy indeed if you could remember every good advertisement you ever saw; every clever novelty that was ever laid on your desk; remember every bit of wit you ever heard expressed, as well as retain the million times a million favorable impressions of one kind or another which you have received during your lifetime?

Think of the paragons we would be if all of this were remembered.

Isn't it a relief that we are permitted to forget so much so as to be able to receive the fresher impression of the later facts?

Would it not be a crime if, at this Springtime of the year, just when the season's novelties in the way of recreation and clothes were being exploited, we should be so impressionable as to not be able to get out of our mind the appeals which were made to us *last September* regarding tippets and woolen socks?

Just consider how we would view our parents' admonition at this time of the year to be "sure and put on our heavy overcoat."

I am wondering how many advertising men can remember the cover design on week before last's *Saturday Evening Post* or *Life's* Christmas cover of last December? Or be able to repeat the "Star-Spangled Banner" without notes?

Say, three or four years ago, you saw an advertisement of a vacation trip. This advertisement resulted in your taking that particular trip which proved to be "one of the best trips" you ever had. Of course that was a good advertisement, because it brought results. But the next year you saw several trips advertised, one of which was the same trip you took the previous year. Did this trip appeal to you again? Or did you take another trip? And didn't this "another trip" also prove to be "one of the best trips" you ever had?

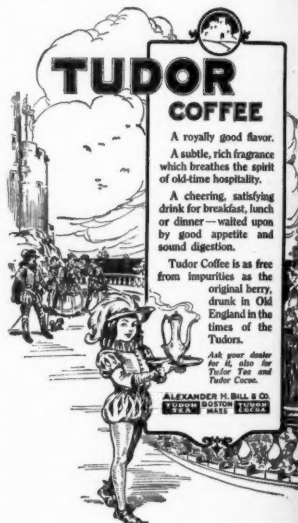
Several years ago you saw an advertisement of the Blank automobile. You didn't own a car, but you straightway decided if you bought a car, *that* was the car to buy. The next year you *did* buy a car. But, some way or other, you bought a different car in spite of this very good, convincing advertisement which you saw the year before.

All this about the effectiveness of advertising being determined upon the length of the mental impression it makes upon you, reminds me very much of the story of the man who bet another that he could not repeat the Lord's Prayer. The other man took up his bet and started off with, "Now I lay me," etc., whereupon the other man said, "Here's your money. I didn't think you knew it."

Aren't there a lot of absurdities as to what is, or what is not, good advertising? And isn't one of these the argument that, just because you haven't at the tip of your tongue the name of the article advertised on the blotter (or anything else) which you received yesterday, and which got its message across at the time you opened its envelope, it was not good advertising?

Tudor Coffee Campaign

Newspapers are being used once a week for thirteen weeks to advertise Alexander H. Bill & Co.'s Tudor Coffee. In some of the copy space is left for



TUDOR COFFEE

A royally good flavor.
A subtle, rich fragrance which breathes the spirit of old-time hospitality.

A cheering, satisfying drink for breakfast, lunch or dinner—waited upon by good appetite and sound digestion.

Tudor Coffee is as free from impurities as the original berry, drunk in Old England in the times of the Tudors.

Ask your dealer for it, also for Tudor Tea and Tudor Cocoa.

ALEXANDER H. BILL & CO.
1224 BOSTON 1224 MASS 1224

dealer's name. In the papers of Washington, D. C., for instance, the names of 124 dealers will appear, and in Portland, Me., there will be 65 names. A trade character, dressed as a page of the Tudor period, will be seen in nearly every advertisement.

Trade Paper Man Changes Connection

R. F. Duysters has become circulation manager of the Cutler publications of Boston—the *Shoe & Leather Reporter*, *Shoe Retailer*, *Chicago Daily Hide Report* and the *Latin-American Reporter*. For the past five years Mr. Duysters has been with the circulation department of the McGraw Publishing Co., Inc., New York.

Faithful in Little Things

The American Tobacco Company is sending to retailers whose territory it indirectly invades when it advertises "a trial package for a dime," whatever profit the dealer may rightfully have coming to him, if he figured in the transaction. For example, to Bert Keith, a Denver retailer, the company recently sent two cents, which it described as his share of the profit on a direct-by-mail sale it had made to a Denver smoker. The smoker, noting a "Tuxedo" advertisement, had sent a dime to the American Tobacco Company and had mentioned the name of Mr. Keith as his regular dealer.

Has Account of New Coupon Company

The advertising of the Mutual-Profit Coupon Company, which David A. Schulte, head of the A. Schulte chain of cigar stores in New York City, has organized, is being handled by the Red-field Advertising Agency.

Goes With Ferro Company

Herbert N. Leonard, for twelve years with Armour & Co., has become general sales manager of the Ferro Foundry & Machine Company, Detroit, Mich.

Let the Weather Advertise You

In Summer or Winter

everyone wants to know how hot or cold it is. Put your message on a

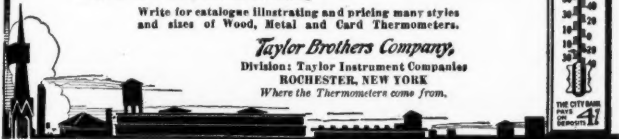
Taylor "Safety First" Thermometer

and let the weather advertise you.

The big "Safety First" gets attention, and everyone who reads the temperature sees your advertisement. It's profitable advertising.

Write for catalogue illustrating and pricing many styles and sizes of Wood, Metal and Card Thermometers.

Taylor Brothers Company,
Division: Taylor Instrument Companies
ROCHESTER, NEW YORK
Where the Thermometers come from.



Probably no other national periodical of any character reaches a clientele with so high an average purchasing efficiency as

THE BREEDER'S GAZETTE

The Little Schoolmaster's Classroom

THE class being in session, little Johnny in the back seat rises with a question. "If it is all right for an advertising manager to accept a three-dollar subscription to a publication at his home," he asks, "why isn't it all right for him to accept a handsomely bound book? And if it is all right to accept the book, why isn't it all right to hold up a newspaper or his advertising agent for base-ball or theatre tickets? And if that is all right, why shouldn't he accept a due-bill on a hotel down at Atlantic City, so that he can send his family to enjoy the sea breezes at small expense? And if it is all right to accept the due-bill——"

Wait a minute, Johnny. Your logic is remorseless, but there is a flaw in it somewhere. Before we get to considering parcels of real estate, or horses and buggies, let's catch our breath.

* * *

Johnny's hypothetical advertising manager would have been a candidate for the penitentiary in another minute, and in some States he could have had the publisher for company. Accepting a bribe when occupying a position of trust is rather a serious matter, and the due-bill on the hotel might constitute a bribe if the jury decided that it had any value. But if the due-bill is a bribe, why not the theatre tickets? And if the tickets, why not the book? And if the book, why not the free subscription? Johnny's logic looks quite as remorseless when inverted.

* * *

Wiser heads than Johnny's have sometimes failed to find the break in such a chain of reasoning, and some of them have been well bumped in consequence. The free subscriptions are perfectly legitimate because it is part of an advertising manager's duties to familiarize himself with advertising mediums from all angles; but

it is a little difficult to see how his duties include the sizing-up of the pitching staff of the Giants, or the analysis of the pulchritude of the chorus. Hotel due-bills may have a salubrious effect upon his personal bank account, but they do not noticeably sharpen his judgment in disposing of the funds of his concern. As for the book, it may be a legitimate medium of solicitation, or it may not, according to the kind of book it happens to be.

* * *

The Schoolmaster is well aware that in this wicked world it is sometimes hard to distinguish between perquisites and graft, and that the boundary line betwixt right and wrong is often in dispute. But if Johnny will bear in mind that the advertising manager—and the advertising agent, too, for that matter—is the trustee of the funds of others, and is under every moral obligation to protect those funds, he will find the problem simplified. Johnny's advertising manager should ask himself two questions: first, "Will this thing which is offered help me to discharge my duty better?" and second, "Would it have been offered if I had been plain Bill Jones, with no control over an advertising appropriation?" If the answer is "No" to both questions, it is time for some serious thinking.

* * *

There is a time and a place for everything, it is said, and solicitation is no exception. The Schoolmaster was talking with an advertiser the other day, who declared that there was one publication he wouldn't use, though he was probably sacrificing some business by staying out of it. "I was lunching at a prominent hotel," he said, "with my advertising agent and one or two business friends, when a representative of the publication came up and was introduced to my party. Without a moment's hesitation, he swung

'round a chair from an adjoining table, and subjected me then and there to the most vigorous solicitation. I was obliged to be positively rude to my friends in order to get away from him. I may be standing in my own light by refusing to use his medium, but I expect to remain out of it at least as long as my grouch lasts."

* * *

Poor old *Caveat Emptor*! What would the groceryman of an ear-

lier day, who mixed sand with his sugar and put the biggest apples on top of the barrel, think of such engaging frankness as this—from a newspaper ad of The Chandler & Rudd Company, Cleveland?

"We have an abundance of Fresh Fruits at all our Stores and all of fine quality except Strawberries, which are the poorest we have ever received from the South. Each box has a few fairly colored good size berries

A "REEL" Human Interest Advertising Service

The "missing" link now provided for this form of advertising.

"VITALIZED" ADS FOR OUTDOOR DISPLAY

DAY and NIGHT

By New Patented Motion Picture Screen for *Day Show*

Reel, sign, and window advertising.

Show many selling arguments in reel ads, acted and posed by "Live People" Picture Story Under Direction of Your Adv. Manager, Sales Dept., or of us

Only one advertisement at a time for each representative line.

Best locations under option—more added daily.

BRING "THE FACTORY TO THE PUBLIC"—"VITALIZED"

We welcome frank opinions from Adv. and Sales managers on this new medium and hope for their co-operation to launch it brilliantly to its merited place.

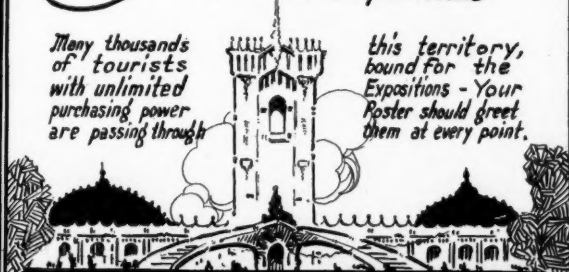
Will you consult with us today—we pledge faithful service. Tel. 1084 Bryant

SMYLIE OUTDOOR MOTION AD SERVICE, 786 Sixth Ave., Near 45th St., New York

The Great Northwest
the Northern Gateway
to both Expositions

Many thousands
of tourists
with unlimited
purchasing power
are passing through

this territory,
bound for the
Expositions - Your
Poster should greet
them at every point.



Foster & Kleiser

SEATTLE WASH.
TACOMA WASH.

PORTLAND ORE.
BELLINGHAM WASH.

A New "Selling-Advertising" FORCE

It solves the problem of selling *TO* the dealer and then selling *FOR* the dealer.

IT is the **LAST WORD** in merchandising.

For Manufacturers Only

Sir: "Press the button" and we will
We Place Your Goods on sale in
Say a Thousand Stores—and we
To will Create a Demand for
You your goods around each of these
This stores—Doing All Instantly
—and without a particle of detail
work on your part.

(A thousand newly established stores
and a thousand "live wire" managers.)

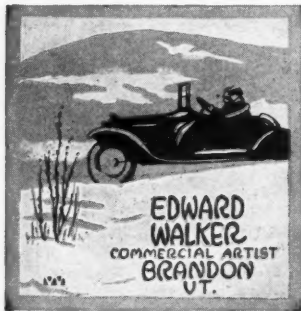
The stores are all located in the COUNTRY, so we can handle only things that appeal to the rural classes—and that's almost everything.

We **BUY** and **SELL** for the CASH only—Write naming us your best jobbing price, please.

We are just opening up—shall SPEC-
IALIZE only a limited number of items
SO act quickly. Not yet rated, BUT
will give satisfactory references to those
interested—we ask no financial favors.

KINGS CHAIN STORES

Box 182, Richmond, Va.



"Printers' Ink has
no equal in a busi-
ness way."

The Coats Shingle
Company

on the top, but the balance are only half ripe and undesirable. The cold rainy weather which they are having in the South probably accounts for the condition of the berries, but we think the green ones should be given a chance to ripen before they are sent to market."

* * *

When the Schoolmaster reads of the big "war orders" which are received for all sorts of products, he sometimes wonders what is happening to the regular market in the meantime. Every school-boy knows that the plums are always biggest in our neighbor's orchard, but while we are annexing them it is quite possible that somebody is improving his opportunities in our legitimate territory. May not such be the case with some of our manufacturers? At any rate, the following letter to **PRINTERS' INK** from The Marlin Firearms Company is an interesting commentary on an unusual situation:

"The machinery which we use in making Marlin guns," the company writes, "is exactly as used by the manufacturers of military arms. We have never made a military model, for under ordinary conditions there is practically no regular market for a military arm.

"After making up the necessary tools and fixtures and gauges, we could produce a military rifle equal to any on the market—but the work of preparation would require many months' time, and interfere seriously with the production of our regular sporting rifles and shotguns. We certainly do not want to neglect our regular market—our staple lines—on account of the abnormal war orders—and as the regular trade takes our entire normal output each year, you will see why we have not been anxious to take on this military business."

Becomes Managing Editor of Haynes Publications

C. E. Wright, recently with *Hardware Age*, has been made managing editor of the *Pharmaceutical Era* and *Soda Fountain*.

Public Service Advertising in Cincinnati

The accounts filed with the official election board in Cincinnati recently by both sides in the special election held to enable the people to vote on a franchise question form a striking commentary upon the extent to which advertising, especially in newspapers, has become a part of modern politics. The civic organizations which opposed the franchise expended only \$281, but all of this amount went for advertising; whereas the South Covington & Cincinnati Street Railway Company spent \$10,122.89, nearly all of which went for various forms of advertising, including newspaper space, car-cards in the Cincinnati street railway lines, posters, theatrical programmes and moving-picture slides, and direct advertising in the form of circulars.

These expenditures were itemized as follows: newspaper advertising, \$3,351.21; postage, \$1,408.40; printing, \$2,356.53; theatrical advertising, \$1,141.30; outdoor advertising, \$437. The fact that the franchise was defeated, in spite of these liberal advertising appropriations, may be said to be due rather to a poor "selling" proposition than to any lack of up-to-date methods, and, moreover, two newspapers devoted to a fight against the franchise a considerable amount of valuable space, which, if paid for, would doubtless have run the expenditures of the opponents of the measure into large figures. The amount spent by the company was spread over only a few weeks, and would have financed a very respectable business advertising campaign during the same period, or a longer one.

California Farm Papers Combine

A consolidation of *California Farm and Home* and *California Farmer* has been effected and a new company formed to carry on the publication of the combined paper, which will be called *California Home and Farmer*. Seventy-five local newspapers of California will distribute the paper as an agricultural section.

The former owners of the two papers share equally in the new company, and will participate actively in its affairs, which will be under the management of L. A. Greene, with the assistance of F. E. Short, formerly of the *California Farmer*.

Canadian Advertises in U. S.

The Usit Manufacturing Company, Ltd., Toronto, Canada, is using newspapers in the United States to sell "Usit," a skin food made from Oriental oils.

The Alcorn-Henkel special agency has been appointed to represent the Burlington, Ia., *Gazette* both in the East and West.

YOUR HOUSE-ORGAN ILLUSTRATIONS

WHAT ARE THEY, AN ASSET OR A LIABILITY?



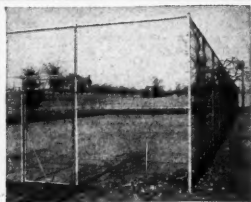
Also your other ad art, circular and pamphlet cartoons, designs, etc.—

Do they contain that necessary snap and punch?—Get these qualities by dealing direct with the artist!—

My schedule is open for a few more rated clients.—

Work by the "job" or contract.—Let me explain my service in detail without obligation on your part.

R. DIEGER, 2016 Allen Ave., St. Louis, Mo.



Stay - Put Tennis Enclosures

WE call them Stay-Put, because, once up, it's up to stay, for years to come. Altho skeleton-like in appearance, the posts will positively stay in line, and the special galvanized wire mesh will not become "bulgey." Its cost is reasonable. Tell us the size you want enclosed, and we will promptly tell you the cost.

ENTERPRISE IRON WORKS

2428 Yandes St., Indianapolis, Ind.

"Independent" Appoints New Western Manager

W. E. Tagney has been appointed Western manager of the *Independent*, with headquarters in Chicago.

The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

MONTHLY INCOME INSURANCE. Annual saving on premiums of 25% to 40%.

J. A. STEELE, 170 Broadway, NEW YORK

WANTED

—Copy Manager

Middle western, fully recognized agency needs copy manager. To fill position, man must be capable of personally doing or directing work of executing complete magazine and newspaper campaigns quickly and accurately. Must understand merchandising thoroughly; be fairly versatile in retail and national work. No procrastinators or temperamentals wanted. If you control accounts, they're welcome, but not essential. Must be business man first—then expert service man. Attention paid only to applications from men having clean, successful record of several years in good company. Salary fair to start—subject to quick advance to a producer. State age, references and salary expected. Correspondence strictly confidential. Address "M. W.," Box 274, care of Printers' Ink.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

No Agricultural List is Complete Without

UP-TO-DATE FARMING

"The Farm Paper With a Mission"

200,000 copies twice a month

—Pays Farmers Who Read It—

So, Pays Advertisers Who Use It

Samples, Rates, Particulars Cheerfully Given

UP-TO-DATE FARMING

Indianapolis, Indiana

New York (Member A. B. C.) Chicago

A Protest Against Certain City Slogans

H. H. FRANKLIN MANUFACTURING CO. SYRACUSE, N. Y., April 6, 1915.

Editor of PRINTERS' INK:

Is PRINTERS' INK going to continue to sit back and let the city slogan foolishness go on? I protest.

It is logically up to PRINTERS' INK to set American cities right on this matter.

"We Can, We Will, In Louisville," is the latest, and it is a fair sample of up-to-date slogans.

The whole idea in hatching a slogan is to avoid any reference to a city's advantages.

"The City of Homes"—probably Philadelphia has discarded this for the new brand.

Binghamton—"The Parlor City" is far from the modern idea.

PRINTERS' INK, you know your duty. Do it!

H. H. FRANKLIN.

"Grape Fruit" Rechristened "Pomelo"

The Department of Agriculture at Washington has given the name "pomelo" to what is generally known as grape fruit. The change in name is advocated because the cultivated fruit does not grow in clusters, like gigantic bunches of grapes, as it did in its uncultivated state. The fruit grows in groups of two or three, but generally singly.

It is estimated that five times as much grape fruit was used in the United States last year as four years earlier. In 1913 the Florida crop amounted to about 3,125,465 boxes, as against 5,000 boxes of oranges. Florida produces ten-elevenths of the crop grown in this country. Louisiana has begun the cultivation of the fruit and some is grown in California.

Will Sell Casualty Insurance by Mail

The Postal Casualty Company is being organized in Philadelphia with \$120,000 capital stock for the purpose of selling casualty insurance by mail. It has not been announced which lines will be written, but in view of the difficulty of inspections, etc., on other classes, it is assumed that the business will be confined to personal health and accident, in which it is usually supposed the opportunities for profit are greatest.

BIG DISCOUNTS ON ELECTROTYPES

Before you order another electro—large or small quantities—get our prices. We are ruled by no price-controlling combination. A-1 electros at prices you haven't heard of before. Ask for HALFTONE DISCOUNTS too.

HAYS AGENCY, Burlington, Vt.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday, preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY
ADVERTISING
26 Beaver Street, New York
Chicago Philadelphia Boston

ADVERTISING MEDIA

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

ARTISTS

Use BRADLEY CUTS

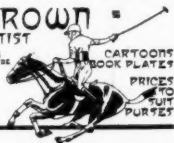
To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service
131 East 23rd St. New York



PAUL BROWN

COMMERCIAL ARTIST
154 WEST 106 ST., TEL. 7-15
NEW YORK CITY, N.Y.

POSTERS
MOTOR CARS
CORRECT DRESS
SMART DOWNS
ANIMALS



CARTOONS
BOOK PLATES
PRICES
TO
SUIT
PURSES

BILLPOSTING

10¢ Sheet Posts R.I.
(PUBLISHED BY BOARD OF LITERS GUARANTEED SHOWN)
ADDRESS LAFAYETTE BUILDING, PROVIDENCE, R. I.
Standish-Barnes Co.

COPIES FOR SALE

For Sale—Printers' Ink (1913) complete; 1914 except 2 copies; odd numbers 1911; 1915 complete to date. Highest bid this month gets all or part. Box, 365, St. Augustine, Fla.

DESK ROOM TO LET

Desk room; phone; typewriting attendance; new desks; elegance; 21 Park Row, Room 2309; moderate rent.

FOR SALE

MEXICAN war, between United States and Mexico (1847) in original print with 12 hand-colored pictures, separate from book; size of books and pictures, 17x23. Nicholson Publishing Company, 330 Camp St., New Orleans, Louisiana.

LINOTYPE

Mergenthaler No. 9

The Latest and most up-to-date model; in perfect condition. Will sell at sacrifice to immediate purchaser. Address, **CENTAUR FILM COMPANY**, Bayonne, N. J.

HELP WANTED

Wanted, three high pressure men for special editions. German weekly, 36,400 cop. Commission. Benedictine Press, Mt. Angel, Ore.

MULTIGRAPHING

SMITH and BROWN
154 Nassau St., N. Y. Beekman 4774
Satisfactory multigraph work. Capacity 50,000 letters per day. Careful attention. Out of town orders solicited.

POSITIONS WANTED

General office man of initiative; age 31. 12 years' experience in advertising and newspaper business; estimating, printing, engraving; supervise checking and auditing departments; thoroughly familiar with every detail of an advertising agency and newspaper office. Moderate salary. Box 812, c/o P. I.

Can you use a young Copy-writer? I am a trained man with good education and some experience in different lines. My copy is strong and convincing. Would like to connect with agency or firm where hard work and results gained would be rewarded by advancement. I am 23 years old and single. Box 810, c/o P. I.

ADVERTISING MANAGER

Twelve years' general experience as copywriter, form letters, layouts, salesman. Owner of agency for several years. Part or full time. New York City preferred. Box 816, c/o P. I.

Young advertising solicitor, with office in Boston, desires N. E. representation of live publication; 4 years' experience, excellent record. Well acquainted, able to develop business. Unquestionable references. H. H., 524 Old South Bldg., Boston, Mass.

I CAN SELL ADVERTISING

Permanent connection wanted on or before May 1st with Adv. Dept. live Daily. Eight years' experience as copy writer and solicitor. Clean record and high recommendations. Box 815, c/o P. I.

TRAINED BRAINS FOR LEASE

Advertising man (25), four years with leading department store on catalogue and newspaper work, etc., and still doing good; efficient layout artist. Desires change. \$3,500 to start. New York City preferred. Box 814, c/o P. I.

THIS MAN, 21, O. K. at copy, layouts, printed matter of all kinds, 2 years' experience; N. Y. University Advertising; stenographer; wants position with progressive N. Y. firm. Employed, so if not now, how about later on? Box 817, c/o P. I.

WANTED! A Bigger Job

Executive who has traveled the highways and byways of

Advertising:

Copy, layouts, cataloging—

Merchandising:

Sales plans, sales appeals—

Salesmanship:

Youth, enthusiasm, personality—

Seeks a larger opportunity as manager of advertising or sales.

Address him at Box 811, care of Printers' Ink.

POSTER STAMPS

Hundreds of beautiful, original styles and designs, Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. **THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.**

PRINTING

100 Minutes from Broadway means lower rent and wages. Local conditions and equipment permit unusual economy in producing the better grade of booklets and catalogues. Send us your copy. We will return it promptly with our figures and samples of work. **THE HOBSON PRINTING CO., Inc., Easton, Pa.**

PUBLISHING BUSINESS OPPORTUNITIES

\$42,000 will buy a good class paper out of which owner takes \$8,000 besides salary. Harris-Dibble Company, 71 West 23rd Street, New York.

UNUSUAL PUBLISHING OPPORTUNITY

\$15,000 invested to extend the business, will secure half interest in a leading trade journal, covering engineering and contracting field, established 20 years, for an experienced man who knows how to run a publishing business from bottom to top. Must have executive ability and be qualified in every particular as a manager. Correspondence in strictest confidence solicited. Address Box 805, c/o P. I.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized 3 1/2 x 6, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. **THE DANDO CO., 28-32 So. 3rd St., Philadelphia, Pa.**

WANT-AD MEDIUMS

New Haven, Conn., Register. Lead'g want ad. med. of State. 1c. a wd. Av. '14, 19,414.

The Portland, Me., Evn'g Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c. a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.



The Minneapolis, Minn., Tribune, Daily and Sun., is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads. than its nearest competitor. Rates: 1 1/2c. a word, cash with the order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Evn'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.

ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 36,849. First 2 months, 1914, 30,245. Best and cleanest advertising medium in Alabama.

Phoenix, Ariz., Gazette. Average daily circulation for 6 mos. ending Oct. 1st, '14, 6,017.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,739; Sunday, 11,469.

South Bend, Ind., Tribune. Sworn av. Jan., 1915, 13,611. Best in Northern Indiana.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 8,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Louisville, Ky., Courier-Journal. Average 1914, daily, 32,595.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914. Sunday 61,947; daily, 60,176. For Mar., 1915, 77,816 daily; 70,588 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Ev'g Transcript (©©) Boston's top table paper. Largest amount of eva. adv'tg.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the Printers' Ink Publishing Co. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and N'th'n Iowa. Use it to reach this section most profitably.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Actual av. 1st 9 mos 1914, 113,166. Actual average for 1914, 115,291.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, mon. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Lacey. Actual average for 1914, 23,017. Benjamin & Kentnor, 225 Fifth Ave., New York; People's Gas Building, Chicago.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 153,342. For Mar., 1915, 128,667 daily; Sun., 165,332.

Washington, Pa., Reporter and Observer, circulation average 1913, 13,575.

West Chester, Pa., Local News, dy. W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.



Erle, Pa., Times, dy. Aver. circulation '14, 23,270; 23,484 av., Mar., '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Wilkes-Barre, Pa., Times-Leader, eve. exo. Sun. Av. net dy. circulation for 1914, 19,959.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Chester, Pa.—Times, dy av. '14, 9,161; Morning Republican, dy. av. Apl.-Sept., '14, 4,326.

Newport, Daily News, eve. 66th year. Covers field. Circulation for 1914, 4,845.



Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (©©) Sun., 33,018. (©©) The Evening Bulletin, 48,772 av. net paid for '14.

Danville, Va., The Bee (eve.) Average for 1914, 5,799. March, 1915, average, 5,983.

Tacoma, Wash., Ledger. Average year 1913, daily and Sunday, 21,581.

Tacoma, Wash., News. Average for year 1913, 20,510.

Janesville, Wis., Gazette. Daily average, 1914, 7,129. March average, 7,549.

Racine, Wis., Journal-News. A. B. C. audit gives biggest circulation.

Regina, Canada. The Ledger. Average 1914, 16,619. Largest circulation in Prov.-Colo.

GOLD MARK PAPERS

Bakers' Helper (©©) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known.

The Inland Printer, Chicago, Ill. (©©) Actual average circulation for 1914, 16,420.

Boston, Mass., American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America. (©©)

Boston, Mass., Ev'ng Transcript (©©) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique. (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©©) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG
(©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Milwaukee, Wis., Ev'ng Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.



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ADVERTISING RATES—Display

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover.....	\$125	Page 5.....	\$100
Second Cover.....	75	Pages 7, 9, 11 or 13.....	75
Back Cover.....	100	Double Center [2 pages]....	150

Sixth Government Statement of The Chicago Tribune

The net paid circulation of The Chicago Tribune for the current period provided by the Postal Laws was as follows:

Period Covered	Week Day Average	Sunday Average
Six months ending March 31, 1915.....	326,897	534,848
THE TRIBUNE COMPANY, by Joseph M. Patterson, Vice-President. Sworn to and subscribed before me this first day of April, 1915.		
ALFRED T. WARD, Notary Public.		

The net paid circulation of The Chicago Tribune, as reported under oath to the United States Government under the Newspaper Publicity Law since its enactment, appears below:

Period Covered	Week Day Average	Sunday Average
Six months ending September 30, 1912.....	220,500	304,325
" " " March 31, 1913.....	245,449	363,119
" " " September 30 1913.....	253,212	366,918
" " " March 31, 1914.....	261,278	406,556
" " " September 30, 1914.....	303,316	459,728
" " " March 31, 1915.....	326,897	534,848

Although not required by the law to do so, The Chicago Tribune gives its week-day circulation separate from its Sunday circulation and does not follow the practice adopted by some newspapers of giving a combined average for the daily and Sunday issues.

The Chicago Tribune's current statement shows a gain of 48% daily and 76% Sunday over the first statement and a gain of 8% daily and 16% Sunday over the last previous statement.

As a result of its overwhelming circulation supremacy, The Tribune prints more advertising than the other Chicago morning papers combined. Here is the official record from The Washington Press, an independent audit company, for the month of March, 1915:

Advertising printed by the Chicago morning papers for March, 1915:

The Tribune.....	3,901.48 Cols.
The other morning papers combined...	3,730.30 Cols.
Tribune's excess.....	171.18 Cols.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco